

Maharashtra State Board of Vocational Examination, Mumbai 400 051

1	Name of Course	Diploma Course in Import & Export Management																																																																																																									
2	Course code	408408																																																																																																									
3	Max no. of Students	25 Students																																																																																																									
4	Duration	2 year																																																																																																									
5	Course Type	Full Time																																																																																																									
6	No. of Days per week	6 days																																																																																																									
7	No. of hours per day	7 Hrs																																																																																																									
8	Space require	Theory Class Room – 200 sqft Three Practical Lab – 500 sqft each																																																																																																									
9	Entry qualification	S.S.C. Pass																																																																																																									
10	Objective of syllabus	To know about international management foreign exchange, export import polices and constituents of foreign made.																																																																																																									
11	Employment opportunities	Exporters salesmen, clearing and forwarding agent, assistant in shipping companies, indent house etc.																																																																																																									
12	Teachers Qualification	For Vocational subjects – M.Com. / M.BA. For Non-Vocational subjects - Master Degree in concern subject.																																																																																																									
13	Teaching Scheme – <table><tr><th rowspan="2">Sr.</th><th rowspan="2">Subject</th><th rowspan="2">Subject Code</th><th colspan="2">Clock Hours / Week</th><th rowspan="2">Total</th></tr><tr><th>Theory</th><th>Practical</th></tr><tr><td>1</td><td>English (Communication Skill)</td><td>90000001</td><td>2 Hrs</td><td>1 Hrs</td><td>3 Hrs</td></tr><tr><td>2</td><td>Elective – I</td><td>--</td><td>2 Hrs</td><td>1 Hrs</td><td>3 Hrs</td></tr><tr><td>3</td><td>Elective – II</td><td>--</td><td>2 Hrs</td><td>1 Hrs</td><td>3 Hrs</td></tr><tr><td>4</td><td>Financial Accounting</td><td>40840001</td><td>3 Hrs</td><td>8 Hrs</td><td>11 Hrs</td></tr><tr><td>5</td><td>Foreign Trade</td><td>40840011</td><td>3 Hrs</td><td>8 Hrs</td><td>11 Hrs</td></tr><tr><td>6</td><td>International Marketing</td><td>40840012</td><td>3 Hrs</td><td>8 Hrs</td><td>11 Hrs</td></tr><tr><td colspan="5">Total</td><td>42 Hrs</td></tr></table>											Sr.	Subject	Subject Code	Clock Hours / Week		Total	Theory	Practical	1	English (Communication Skill)	90000001	2 Hrs	1 Hrs	3 Hrs	2	Elective – I	--	2 Hrs	1 Hrs	3 Hrs	3	Elective – II	--	2 Hrs	1 Hrs	3 Hrs	4	Financial Accounting	40840001	3 Hrs	8 Hrs	11 Hrs	5	Foreign Trade	40840011	3 Hrs	8 Hrs	11 Hrs	6	International Marketing	40840012	3 Hrs	8 Hrs	11 Hrs	Total					42 Hrs																																														
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14	Internship	Two Month Summer Internship from 1 st May to 30 th June is Compulsory.																																																																																																									
15	Examination Scheme – Final Examination will be based on syllabus of both years. <table><tr><th rowspan="2">Paper</th><th rowspan="2">Subject</th><th rowspan="2">Subject Code</th><th colspan="3">Theory</th><th colspan="3">Practical</th><th colspan="2">Total</th></tr><tr><th>Duration</th><th>Max</th><th>Min</th><th>Duration</th><th>Max</th><th>Min</th><th>Max</th><th>Min</th></tr><tr><td>1</td><td>English (Communi- cation Skill)</td><td>90000001</td><td>3 Hrs</td><td>70</td><td>25</td><td>3 Hrs</td><td>30</td><td>15</td><td>100</td><td>40</td></tr><tr><td>2</td><td>Elective – I</td><td>--</td><td>3 Hrs</td><td>70</td><td>25</td><td>3 Hrs</td><td>30</td><td>15</td><td>100</td><td>40</td></tr><tr><td>3</td><td>Elective – II</td><td>--</td><td>3 Hrs</td><td>70</td><td>25</td><td>3 Hrs</td><td>30</td><td>15</td><td>100</td><td>40</td></tr><tr><td>4</td><td>Financial Accounting</td><td>40840001</td><td>3 Hrs</td><td>100</td><td>35</td><td>3 Hrs</td><td>100</td><td>50</td><td>200</td><td>85</td></tr><tr><td>5</td><td>Foreign Trade</td><td>40840011</td><td>3 Hrs</td><td>100</td><td>35</td><td>3 Hrs</td><td>100</td><td>50</td><td>200</td><td>85</td></tr><tr><td>6</td><td>International Marketing</td><td>40840012</td><td>3 Hrs</td><td>100</td><td>35</td><td>3 Hrs</td><td>100</td><td>50</td><td>200</td><td>85</td></tr><tr><td colspan="9">Total</td><td>900</td><td>375</td></tr></table>											Paper	Subject	Subject Code	Theory			Practical			Total		Duration	Max	Min	Duration	Max	Min	Max	Min	1	English (Communi- cation Skill)	90000001	3 Hrs	70	25	3 Hrs	30	15	100	40	2	Elective – I	--	3 Hrs	70	25	3 Hrs	30	15	100	40	3	Elective – II	--	3 Hrs	70	25	3 Hrs	30	15	100	40	4	Financial Accounting	40840001	3 Hrs	100	35	3 Hrs	100	50	200	85	5	Foreign Trade	40840011	3 Hrs	100	35	3 Hrs	100	50	200	85	6	International Marketing	40840012	3 Hrs	100	35	3 Hrs	100	50	200	85	Total									900	375
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16	Teachers – Three Teachers per batch for vocational component. For English, Elective-I & II guest faculty on clock hour basis.																																																																																																										
17	<table><tr><td colspan="6">a) For Elective I – Student can choose any one subject</td><td colspan="5">b) For Elective II – Student can choose any one subject</td></tr><tr><td colspan="2">Code</td><td colspan="4">Subject Name</td><td colspan="2">Code</td><td colspan="3">Subject Name</td></tr><tr><td colspan="2">90000011</td><td colspan="4">Applied Mathematics</td><td colspan="2">90000021</td><td colspan="3">Applied Sciences (Physics & Chemistry)</td></tr><tr><td colspan="2">90000012</td><td colspan="4">Business Economics</td><td colspan="2">90000022</td><td colspan="3">Computer Application</td></tr><tr><td colspan="2">90000013</td><td colspan="4">Physical Biology (Botany & Zoology)</td><td colspan="2">90000023</td><td colspan="3">Business Mathematics</td></tr><tr><td colspan="2">90000014</td><td colspan="4">Entrepreneurship</td><td colspan="5"></td></tr><tr><td colspan="2">90000015</td><td colspan="4">Psychology</td><td colspan="5"></td></tr></table>											a) For Elective I – Student can choose any one subject						b) For Elective II – Student can choose any one subject					Code		Subject Name				Code		Subject Name			90000011		Applied Mathematics				90000021		Applied Sciences (Physics & Chemistry)			90000012		Business Economics				90000022		Computer Application			90000013		Physical Biology (Botany & Zoology)				90000023		Business Mathematics			90000014		Entrepreneurship									90000015		Psychology																											
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Subject Code : 40840001

Financial Accounting - 1st Year

Theory	Practical
Detailed Syllabus : 1.0. Introduction:- 1.1.What is accounting, 1.2.What is transaction, 1.3.Main object of accounting, 1.4.Uses of accounting information, 1.5. Advantage of accounting. 2.0. Basic Accounting Concepts:- 2.1.Basic accounting terms, 2.2.Basic assumption, 2.3.Basic principles of accounting, 2.4.Accounting conventions, 2.5.Double entry system of accounting 3.0.Classification of Accounts:- 3.1.Type of accounting, 3.2.Rules of debit & credit, 3.3.Application of debit-credit, 3.4.Rules-The Golden Rule 4.0.Journal & Ledger :- 4.1.Meaning & format of journal, 4.2.Procedure for making entries in the journal, 4.3.Meaning of a ledger, 4.4.Forms of ledger, 4.5.Posting balancing account 5.0.Subsidiary Books :- 5.1.Meaning, 5.2.Importance, 5.3.Need Type of subsidiary book, 5.4.Journal proper, Purchase book, 5.5.Sales book, 5.6.Purchase return book, 5.7.Sales return book etc.,	Detailed Syllabus : 1.0.Documents Used In Accounting:- 1.1.Source document used for entering transaction in the book of account 2.0. Basic Accounting Concepts :- 2.1. Study OF Accounting Standards 2.2. Study of various accounting Convention 2.3. Study of annuals report of various organization 3.0.Classification of Accounts:- 3.1. Preparation of chart showing classification of account 3.2. Project on Golden rule of account 4.0.Preparation Of Journal & Ledger :- 4.1.Format of journal & ledger 4.2.Problems solving journal & ledger 4.3.Preparation of journal & ledger 5.0.Preparation of Subsidiary Book :- 5.1.Various types of subsidiary book 5.2.Purchase book, 5.3.Sales book, 5.4.Purchase return book, 5.5.Sales return book, 5.6.Journal proper, etc.,

<p>6.0.Cash Book :-</p> <p>6.1.Meaning & Nature of the cash book, 6.2.Kinds of cash book, 6.3.Simple cash book, 6.4.Simple cash book with bank & cash column, 6.5.Cash book with cash, bank, &discount column, 6.6.Petty cash book, 6.7.Balancing cash book</p> <p>7.0. Final Accounts</p> <p>7.1. Trading Account 7.2. Profit & Loss Account 7.3. Balance Sheet</p>	<p>6.0.Preparation of Cash Book :-</p> <p>6.1.Various types of cash book 6.2.Problems based on cash book 6.3.Simple cash book 6.4.Double column cash book 6.5.Triple column cash book</p> <p>7.0. Final Accounts Of A Propreetary Concern :-</p> <p>7.1. Preparation Of Trading Account From Trail Balance 7.2. Study The Annual Report Of Different Organization 7.3. Power Point Presentation Of Final Account</p> <p>8.0.Visits :-</p> <p>8.1. 10 visits to various types of commercial bank, national bank, & sole traders</p>
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Financial Accounting- 2nd Year

Theory	Practical
<p>Detailed Syllabus :</p> <p>1.0. Bank Reconciliation Statement :-</p> <p>1.1.Introduction, Needs, Causes for ban difference between</p> <p>1.2.the balance shown by cash book & balance shown by</p> <p>1.3.bank statement,</p> <p>1.4.Format for preparation of bank reconciliation statement,</p> <p>1.5.Preparation of bank re conciliation statement as per</p> <p>1.6.cash book & as per pass book</p> <p>2.0.Trial Balance :-</p> <p>2.1.Introduction,</p> <p>2.2.Balancing a ledger account,</p> <p>2.3.Objects of preparing a trail balance,</p> <p>2.4.Preparation of trial balance,</p> <p>2.5.Reasons for disagreement of trial balance</p> <p>3.0.Company Final Account :-</p> <p>3.1.Financial statement & their nature,</p> <p>3.2Accounting standards,</p> <p>3.3Trading account,</p> <p>3.4.Closing stock,</p> <p>3.5.Adjustment,</p> <p>3.6.Depreciation,</p> <p>3.7.Closing entries,</p> <p>3.8.Profit & loss account,</p> <p>3.9.Balance sheet,</p> <p>3.10.Limitation of Final account</p> <p>4.0.Depreciation :-</p> <p>4.1Meaning,</p> <p>4.2.Definition,</p> <p>4.3.Importance,</p> <p>4.4. Need.</p> <p>4.5.Types, a-Straight line method b- Written down value method</p> <p>5.0.Accounting Standard:-</p> <p>5.1.Utility,</p> <p>5.2.Accounting standard in India,</p> <p>5.3.Discount of accounting policies</p>	<p>Detailed Syllabus :</p> <p>1.0.Preparation of Bank Reconciliation Statement:-</p> <p>1.1.Preparation of bank reconciliation statement,</p> <p>1.2.Causes for variance in balances of cash book & pass book,</p> <p>1.3.Steps to reconcile the difference</p> <p>1.4.Construct bank re conciliation statement as per balance in cash book,</p> <p>1.5. Construct bank Reconciliation Statement as per pass book</p> <p>2.0.Preparation of Trial Balance:-</p> <p>2.1.Preparation of trial balance from various Ledger Account</p> <p>2.2.Agreement Of Trail Balance</p> <p>2.3.Method of preparing of trial balance</p> <p>3.0.Preparation of Final Account:-</p> <p>3.1.Drafting of financial statement of company study trial balance,</p> <p>3.2.Various adjustment & their accounting treatment,</p> <p>3.3.Preparation of trading account,</p> <p>3.4.Profit & loss account & balance sheet</p> <p>4.0.Calculation of Depreciation:-</p> <p>4.1.Straight line method</p> <p>4.2. Written down method</p> <p>5.0.Preparation of Accounting Standard:-</p> <p>5.1.Various accounting standard & disclosure of Accounting Policies</p> <p>6.0.Visits :-</p> <p>Visits to various types of commercial, co-operative,</p> <p>6.1Nationalized bank & sole traders i.e.,</p> <p>6.2.Furniture shop,</p> <p>6.3.Computer trading Institute</p>

REFERENCE

Financial Accounting

1- Advance Accounts vol-I & vol-II

By M.C Shukla (S.Chand Publisher)
T.R Grewal
S.C Gupta

2- Book-Keeping & Accountancy

By A.K Jain (Sheth Publisher)
Vidyadhar Joshi

3- Financial Accounting

By L.N Chopde (Sheth Publisher)
D.H Choudhari

Subject Code : 40840011

Subject Name : Foreign Trade - 1st Year

Theory	Practical
Detailed Syllabus : 1.0. Introduction – physical distribution 1.1. components 1.2. Transportation 1.3. Modes of transport 1.4. Water transport & Air transport 1.5. Warehousing, Types of Warehouses 1.6. Duty paid Vs Bonded warehouse	Detailed Syllabus 1.0. Physical distribution 1.1. Project preparation on physical distribution activities 1.2. Visit to shipping company 1.3. preparation of water & Air transport documents 1.4. Visit to duty paid warehouse
2.0. India's foreign trade 2.1. Definition of home trade 2.2. Definition of foreign trade 2.3. Importance foreign trade 2.4. Recent trends in foreign trade 2.5. Meaning of export 2.6. Meaning of import 2.7. Meaning of Balance of trade 2.8. Constituents of India's export & import 2.9. India's foreign trade policy	2.0. India's foreign trade 2.1. GD on foreign trade policies of India 2.2. Preparation of project report on foreign trade 2.3. Visit to any Port 2.4. Power point presentation on foreign trade
3.0. Export 3.1. Definition, Need, Importance 3.2. Export procedure 3.3. Problems in Export 3.4. Export promotion measures 3.5. Institutions promoting exports 3.6. Middlemen in foreign trade	3.0. Export 3.1. Visit to export firm 3.2. Preparation of documents in export 3.3. Visit to forwarding agent's firm 3.4. Preparation of project report on Export trade 3.5. Secondary data collection on Export trade
4.0. Import 4.1. Definition of Import 4.2. Import procedure 4.3. Import license 4.4. Documents used in import trade 4.5. Problems in import trade 4.6. Clearing agent 4.7. Import substitution 4.8. Import policy of India	4.0. Import 4.1. Visit to Clearing Agents firm 4.2. Conduct a GD on import policy of India 4.3. Visit to an Import Firm 4.4. Secondary data collection on import trade
5.0. Insurance 5.1. Definition of Insurance 5.2. Importance of Insurance 5.3. Terms used in Insurance 5.4. Types of Insurance 5.5. Types of Marine Insurance policies 5.6. Insurance for Air transport	5.0 Insurance 5.1 Visit to General Insurance company 5.2. Collect information on various Marine Insurance policies 5.3. Interview with insurance agent 5.4 Conduct a GD on importance of Insurance in foreign trade 5.5. Collect various documents of Insurance

Subject Name : Foreign Trade – 2nd Year

Theory	Practical
1.0. Introduction – Global Marketing 1.1. Importance 1.2. Global economic environment 1.3. Social cultural environment 1.4. Global marketing strategy 1.5. Exploring world markets 1.6. Marketing research on world market 1.7. Application of E-Commerce	1.0. Preparation of project report on various MNC`S 1.1. Conduct a GD on Globalization 1.2. Visit to MNC`S 1.3. Visit to Indian companies to study the impact of 1.4. Visit to duty paid warehouse Globalization
2.0. International Marketing Environment 2.1. Consumer market 2.2. Middle class explosions 2.3. Emergence of Global marketing 2.4. India's new economic policy 2.5. Process of Liberalization in India 2.6. Multi national company V/s Globalization 2.7. International standards 2.8. Total quality management concept 2.9. Importance of quality in international marketing	2.0. International Marketing Environment 2.1. Conduct a GD on new economic policy 2.2. Conduct a debate on globalization 2.3. Visit to MNC`S 2.4. Prepare a project on ISO certifications 2.5. Power Point presentation on total quality management
3.0. International Finance 3.1. Foreign exchange 3.2. problems in foreign exchange 3.3. International payments 3.4. Bill of exchange, Letter of credit, Letter of Hypothecation 3.5. Short term, Medium term & long term financing 3.6. Middlemen in foreign trade	3.0. International Finance 3.1. Preparation of Performa of various foreign payment documents 3.2. Visit to banks which deal in foreign exchange 3.3. Visit to financial intuitions granting loans for exports 3.4. Secondary data collection from News paper, Internet about foreign exchange transactions
4.0. International Marketing Agencies 4.1. Banks, Indent house 4.2. International monetary fund, World bank 4.3. WTO, GATT 4.4. ECGC, EXIM bank 4.5. Chamber of commerce, trade association 4.6. State Trading Corporation, Commodity Boards 4.7. Export promotion councils 4.8. Indian Institute of Foreign Trade	4.0. International Marketing Agencies 4.1. Visit to Clearing & Forwarding agent 4.2. Visit to a bank who deals in foreign exchange 4.3. Prepare a project report on various financial intuitions and their policies 4.4. Interview with middle man

5.0. Insurance 5.1. Definition of Insurance 5.2. Importance of Insurance 5.3. Terms used in Insurance 5.4. Types of Insurance 5.5. Types of Marine Insurance policies 5.6. Insurance for Air transport	5.0 Insurance 5.1. Visit to General Insurance company 5.2. Collect information on various Marine Insurance policies 5.3. Interview with insurance agent 5.4. Conduct a GD on importance of Insurance in foreign trade 5.5. Collect various documents of Insurance
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Reference books :

- 1) Marketing & Salesmanship by S.A Sherlalekar.
- 2) Foreign trade of India by Vibha Mathur.
- 3) Export management by TAS Gopal.
- 4) Indian economy by Mishra & Puri.

Subject Code : 40840012

International Marketing – 1st Year

Theory	Practical
<p>Detailed Syllabus :</p> <p>1.0. Theories Of International Trade: -</p> <ul style="list-style-type: none">1.1. Introduction1.2. Mercantilism1.3. Comparative Advantage1.4. Factor Proportion Theory1.5. The Product Life Cycle Theory1.6. Trade Patterns <p>2.0. Globalization :-</p> <ul style="list-style-type: none">2.1. Meaning, Definition & Features2.2. Stage of Globalization2.3. Globalization Of Indian Business2.4. Strategies Of Globalization <p>3.0. The International Economic Environment :-</p> <ul style="list-style-type: none">3.1. Introduction3.2. The Global Economic3.3. Stage of Market Development3.4. Marketing & economic Development3.5. Degrees of Economic Co-operation3.6. Regional Economic Co-operation3.7. The WTO3.8. India & WTO <p>4.0. The International Social And Cultural Environment :-</p> <ul style="list-style-type: none">4.1. What is Culture?4.2. Fundamental Aspects Of Culture & Society4.3. Cultural Universals4.4. High & Low Context Cultures4.5. Communication & Negotiation4.6. Social Behavior4.7. Inter-Cultural Socialization4.8. The Self-reliance Criterion4.9. Environmental Sensitivity4.10. Trading in Cross-culture Competency	

<p>5.0. The Political, Legal And Regulatory Environments Of International Marketing :-</p> <p>5.1. The Political Environment</p> <p>5.2. International Law</p> <p>5.3. Important International Business Issues</p> <p>5.4. Litigation, Conflict Resolution & Settlement of International Dispute</p> <p>5.5. The Regulatory Environment</p> <p>6.0. International Marketing Concept :-</p> <p>6.1. International Marketing</p> <p>6.2. National & International Marketing</p> <p>6.3. Scope Of International Marketing</p> <p>6.4. Concept in International Marketing</p> <p>7.0. Ethical And Social Responsibilities :-</p> <p>7.1. Introduction to Business Ethics</p> <p>7.2. Ethical Aspects Of Laissez-Fair</p> <p>7.3. Business Ethics In the International Environment</p> <p>7.4. Ethical Dilemmas</p> <p>7.5. Corporate Social Responsibility</p>	
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International Marketting – 2nd Year

Theory	Practical
<p>1.0. Multinational Corporation:</p> <p>1.1. Definition & Meaning</p> <p>1.2. Growth of MNCs</p> <p>1.3. Role of MNCs</p> <p>1.4. Merits & De merits of MNCs</p> <p>1.5. MNCs in India</p> <p>2.0. Indian Mncs- Company Profiles :-</p> <p>2.1. The Pharmaceutical Industry</p> <p>2.2. The Automobile Industry</p> <p>2.3. The Energy Industry</p> <p>2.4. The InfoTech Industry</p> <p>3.0. Competative Strategies :-</p> <p>3.1. Forces Influencing Competition</p> <p>3.2. International Competition & National Competitive Advantage</p> <p>3.3. Competitive Advantage & Strategiec Models</p> <p>3.4. Strategic Positions</p> <p>4.0. Product & Pricing :-</p> <p>3.1. Products: Definition & Classification</p> <p>3.2. Product Positioning</p> <p>3.3. Strategiec Alternatives For Geographic Expansion</p> <p>3.4. New Products In International Marketing</p> <p>3.5. Basic Pricing Concepts</p> <p>3.6. Environmental Impact On Pricing Decisions</p> <p>3.7. Global Pricing Objectives & Strategies</p> <p>3.8. Global Pricing: Three Policy Choices</p> <p>5.0. International Advertising:-</p> <p>5.1. International Advertising & Branding</p> <p>5.2. Selecting an Ad Agency</p> <p>5.3. Advertising Appeals & Product Characteristics</p> <p>5.4. Creating Advertising</p> <p>5.5. Global Promotion</p> <p>6.0. Indian Institutions & Facilities To Promote Export :-</p> <p>6.1. Institutional framework- A prologue</p> <p>6.2. The Department of Commerce</p> <p>6.3. The Board of Trade</p> <p>6.4. Commodity organization</p> <p>6.5. Service Institutions</p> <p>6.6. State Trading organizations</p> <p>6.7. State Level Agencies</p> <p>6.8. Policy 2002-2007</p>	