

Nagindas Khandwala College AUTONOMOUS



Courses of Bachelor of Commerce (B.Com.) Programme

Syllabus and Question Paper Pattern

For

T. Y. B. Com

Subject: Export Marketing (Applied Component)

Export Marketing: Fundamentals Semester-V

Export Marketing: Process and Procedures Semester-VI

Under Academic Autonomy & Credit, Grading and Semester System

With effect from Academic Year 2018-2019

Syllabus of Course of B. Com. Program at T.Y.B.Com

APPLIED COMPONENT

Semester-V

Export Marketing: Fundamentals

Course Objectives:

The current Export Marketing syllabus is designed with the objectives to acquaint students with:

- India's Export Marketing potential
- Global trends and international policy influences on exports
- Ways of exporting & entering foreign markets
- India's policies towards Export

Modules at a Glance

Sr. No.	Modules	No. of lectures
Module 1	Basics of Export Marketing	12
Module 2	Foreign Market Entry Strategies	12
Module 3	Global Framework for Export Marketing	11
Module 4	Export Marketing and Promotional Organisations in India	10
	Total	45

Detailed Syllabus

Module– I Basics of Export Marketing: (12 Lectures)

- A- Concept and features of Export Marketing, Importance of Export Marketing, Difference between Domestic Marketing and Export Marketing
- B- Factors Influencing Export Marketing, Prospects and Challenges of Export Marketing in India
- C- Foreign Trade Policy (FTP2014-19 as and when unveiled by the new government) - Highlights, Negative List, Export incentives, assistance and schemes extended to the Indian exporters - Duty Drawback, EPCG Scheme, MDA, MAI, ASIDE, IRMAC, Freight

Module– II Foreign Market Entry Strategies

(12 Lectures)

- A- Factors Influencing Selection of Foreign Markets
- B- Methods of Entry in Global Markets – Direct and Indirect methods – a) Manufacturer Exporter, b) Foreign Collaborations, c) Joint Venture, d) Franchising, e) Contract
- C- Important Components of Logistics in Export Marketing

Module – III Global Framework for Export Marketing

(11 Lectures)

- A- Influence of Trade Barriers – Meaning & Types of trade barriers, Impact of trade barriers
- B- Major Trade Blocs/Regional Economic Groupings – meaning of trading blocs, major trading blocs – EU, NAFTA, ASEAN, SAARC, Impact of trading blocs on Export Marketing, WTO and Trading Blocs
- C- Implication on Indian exports of WTO Agreements, WTO – objectives, functions, Major agreements – AoA, TRIPS, TRIMS, GATS, GSP and their implication

Module– IV Export Marketing and Promotional Organisations in India (10 Lectures)

- A- Types of Export Marketing Organizations – Manufacturer, Merchant, EH, State corporations, canalising agencies, export consortiums
- B- Importance of Export Promotion Organizations - Chambers of Commerce, Export Promotion Councils including MPEDA, APEDA and FIEO and Commodity Boards
- C- Role of IIFT, ITPO, EIC, IIP, ICA and Deemed Exports, Benefits enjoyed by Towns of Excellence, STPs, EHTP, BTP, AEZs, EOUs and New Economic Zones

Reference books:

1. International Business, competing in the global marketplace by Charles W L Hill, Arun K Jain- The McGraw-Hill Companies,
2. Global Marketing by Svend Hollensen and Madhumita Banerjee
3. Global Marketing Management by Warren J. Keegan and Naval K. Bhargava
4. International Marketing and Export Management by Gerald Albaum and Edwin Duerr

Semester-VI

Export Marketing: Process and Procedures

Course Objectives:

The current Export Marketing syllabus is designed with the objectives to acquaint students with:

- International business methods to succeed in foreign markets
- Finalizing pricing for export goods
- Ways to adapt goods for foreign markets
- Risks involved in exports and incentives given by government to promote exports

Modules at a Glance

Sr. No.	Modules	No. of lectures
Module 1	Product Decisions in Export Marketing	11
Module 2	Pricing Decisions in Export Marketing	11
Module 3	Export Documents & Procedure	11
Module 4	Export Finance and Export Risk Insurance	12
Total		45

Detailed Syllabus

Module– I Product Decisions in Export Marketing (11 Lectures)

- A- Product Related Decisions – Product planning – standardisation, adaptation
- B- Packaging, labelling and marking – meaning and rules of some countries or trading blocs (EU, America, Asian countries, South east Asian countries)
- C- Quality Control and Inspection – meaning and need in international markets, Agencies – EIC and EIA

Module– II Pricing Decisions in Export Marketing (11 Lectures)

- A- Factors Determining Export Price – Internal and external
- B- Major Export Pricing Quotations – FOB, C&F, CIF, ex-factory and different INCO Terms
- C- Problems on FOB Pricing – calculations – FOB, C&F, CIF
- D- Transfer Pricing – Double Taxation Agreements

Module– III Export Documents & Procedure

(11 Lectures)

- A- Main documents used in Export Trade – Commercial Invoice, Shipping Bill, Certificate of Origin, Consular Invoice, Mate’s Receipt, Bill of Lading, GR form
- B- Stage – I Registration with various authorities, Stage – II Pre-shipment procedure, Stage – III Shipment procedure, Stage - IV Post-shipment procedure/Realization of export proceeds
- C- Role of Custom House Agents (CHA), Central Excise Clearance and Custom Clearance, Role of DGFT

Module– IV Export Finance and Export Risk Insurance

(12 Lectures)

- A- Features of Pre-shipment/ Packing credit and Post-shipment Finance,
- B- Role of Financial Institutions - Commercial Banks, EXIM Bank, SIDBI and Role of ECGC of India – foreign exchange cover (hedging)
- C- Methods of Payment – commonly used methods – advance, open a/c, D & DP bill, Letter of Credit – Types, Parties involved, modus operandi

Reference books:

1. International Business, competing in the global marketplace by Charles W L Hill, Arun K Jain -The McGraw-Hill Companies, Global Marketing, Svend Hollensen, Madhumita Banerjee
2. Global Marketing Management by Warren J. Keegan and Naval K. Bhargava
3. International Marketing and Export Management by Gerald Albaum and Edwin Duerr

Evaluation Pattern

The performance of the learners shall be evaluated into two components viz. by Continuous Internal Evaluation (CIE) or Internal Assessment with 25% marks in the first component and by conducting the Semester-End Examinations (SEE) with 75% marks as the second component. The allocation of marks for the Internal Assessment and Semester End Examinations are as shown below:

A) Continuous Internal Evaluation (CIE)

-25 Marks

It will include:

1. Class Test / Case Study/ Project Assignment/ Book Review/Viva Voce or any such thing decided by the respective department, to be conducted in the given semester - **20 Marks**
2. Active participation in routine class instructional deliveries, overall conduct as a responsible learner, mannerism and articulation and exhibit of leadership qualities in organizing related academic activities, and completed note book with all class work and home work for the term - **05 Marks**

B) Semester End Examinations (SEE)**-75 Marks**

Question Paper Pattern: Maximum Marks: 75 Questions to be set: 5

All questions are compulsory.

Q. 1 a) b) c)	Answer any two out of three questions	15 Marks
Q. 2 a) b) c)	Answer any two out of three questions	15 Marks
Q. 3 a) b) c)	Answer any two out of three questions	15 Marks
Q. 4 a) b) c)	Answer any two out of three questions	15 Marks
Q. 5 a) b)	Objective type of questions (Multiple Choice/ True or False/Match the columns/fill in the blanks) Explanation of Concepts/Terms	05 Marks 10 Marks