

**The Kelkar Education Trust's
V. G. Vaze College of Arts, Science and Commerce
(Autonomous)**



**The Kelkar Education Trust's
Vinayak Ganesh Vaze College of Arts, Science & Commerce
(Autonomous)**

**SYLLABUS FOR T.Y.B.COM
(JUNE 2023 ONWARDS)**

PROGRAMME: BACHELOR OF COMMERCE

SEMESTER V & VI

COURSE: EXPORT MARKETING

Course Code	Paper Title	Credit
CEXM501 & CEXM601	Export Marketing	03

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1. Syllabus as per Choice Based Credit System

- | | |
|---|---------------------------------|
| 1) Name of the Programme | : T.Y.B.COM |
| 2) Course Code | : CEXM501 & CEXM601 |
| 3) Course Title | : Export Marketing |
| 4) Semester wise Course Contents | : Copy of the syllabus Enclosed |
| 5) Reference & Additional References | : Enclosed in the syllabus |
| 6) Credit Structure | |
| (No. of Credit per Semester) | : 03 |
| 7) No. of Lectures Per Unit | : 12 |
| 8) No. of Lectures Per Week | : 03 |
| 9) No. of Tutorials Per Week | : NIL |

2. Scheme of Examination : Semester End Exam: 60 Marks

(4 Questions of 15 Marks)

Internal Assessment 40 Marks:

Test: 15 Marks

Project/Assignments: 15 Marks

Class Participation: 10 Marks

3. Special Notes (if any) : No

**4. Eligibility (if any) : As laid down in the College-
-Admission Brochure/Website**

5. Fee Structure : As per College Fee Structure Specification

6. Special Ordinances/Resolutions (if any) : No

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Programme: TYBCOM

Semester: V & VI

Course: Export Marketing

Course Code: CEXM501 & CEXM601

Teaching Scheme (Hrs/Week)				Continuous Internal Assessment (CIA) 40 marks					End Semester Examination	Total
L	T	P	C	CIA-1	CIA-2	CIA-3	CIA-4	Lab	Written	
3	-	-	3	15	15	10	-	-	60	100
Maximum Time, Semester End Exam (Theory) – 2 Hrs.										

Prerequisite: Basic Interest in Export & Import Management.

Course Objectives

- 1) To familiarize students with the process of international customs clearance operations.
- 2) To have a basic understanding of policy framework of International Business.
- 3) To make them aware about export-import documentation procedures.
- 4) To develop the student's employability skills.

EXPORT MARKETING I

Course Outcomes:

Students should be able to...

CO1: To comprehend the fundamental concepts of export marketing as well as its opportunities and difficulties and geopolitics and foreign trade.

CO2: Study and gain knowledge of the impact of trade barriers, the WTO Agreements' implications, the choice of a foreign market, techniques for entering a foreign market, and crucial elements of logistics, export marketing, and international trade policy.

CO3: To understand the objectives, principles, and key features of India's Foreign Trade Policy, including the different schemes and incentives available to Indian exporters.

CO4: To understand the various export incentives and assistance schemes available to Indian exporters.

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EXPORT MARKETING

Course Contents Semester V		
Sr. No.	Modules/Units	Lectures
1	Introduction to Export Marketing	12
	<ul style="list-style-type: none"> • Concept and features of Export Marketing; Importance of Exports for a Nation and a Firm; Distinction between Domestic Marketing and Export Marketing, Preliminaries for starting export business, Export Cost Concepts. • Factors influencing Export Marketing; Risks involved in Export Marketing; Problems of India's Export Sector, Foreign Exchange Risk. • Geo-Politics; Concept, Global Maritime Trade, Case Studies - (Malacca Strait, Bab-el-Mandab, Strait of Hormuz) • Reference: Major merchandise/commodities exports of India (since 2015); Services exports of India (since 2015); Region-wise India's Export Trade (since 2015) 	
2	Global Framework for Export Marketing	11
	<ul style="list-style-type: none"> • Trade barriers; Types of Tariff Barriers and Non-Tariff barriers; Distinction between Tariff and Non-Tariff barriers, Digital Trade Barriers • Major Economic Groupings of the World; Positive and Negative Impact of Regional Economic Groupings; Agreements of World Trade Organisation (WTO) • Need for Overseas Market Research; Market Selection Process, Determinants of Foreign Market Selection 	
3	India's Foreign Trade Policy	11
	<ul style="list-style-type: none"> • Foreign Trade Policy (FTP) 2023-24 - Highlights and Implications, Export Trade facilitations and ease of doing business as per the new FTP. • Role of Directorate General of Foreign Trade (DGFT), Negative list of Exports, Deemed Exports. 	

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	<ul style="list-style-type: none"> • Benefits to Status Holders & Towns of Excellence; Common benefits for EHTP, BTP and STP; Benefits enjoyed by (IIAs) Integrated Industrial Areas (SEZ), EOU, AEZ. 	
4	Export Incentives & Assistance	11
	<ul style="list-style-type: none"> • Financial Incentives available to Indian Exporters - Marketing Development Assistance (MDA), Market Access Initiative (MAI), Assistance to States for Infrastructure Development for Exports (ASIDE), Industrial Raw Material Assistance Centre (IRMAC). • Institutional Assistance to Indian Exporters - Federation of Indian Export Organisations (FIEO), India Trade Promotion Organisation (ITPO), The Federation of Indian Chambers of Commerce and Industry (FICCI), Export Promotion Councils (EPCs) & Commodity Boards (CBs), Indian Institute of Foreign Trade (IIFT), Indian Institute of Packaging (IIP). • Schemes - Export Promotion Capital Goods (EPCG) Scheme, Duty Exemption and Remission Schemes, Export Advance Authorisation Scheme; Duty Drawback (DBK); IGST Refund for Exporters, Duty Calculation as per GST. 	
	Total	45

EXPORT MARKETING II

Course Outcomes:

Students should be able to...

CO1: To enable students to calculate the export pricing through various pricing methods.

CO2: To orient students about choosing correct distribution channel and promotion methods for export marketing.

CO3: To enable the learners to understand various types of financial support that can be used for funding export business and foundations of geo-politics: India's Trading Mechanism.

CO4: Demonstrate their knowledge in completing export procedures as well as completing the pre-shipment & post-shipment formalities.

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EXPORT MARKETING

Course Contents Semester VI		
Sr. No.	Modules/Units	Lectures
1	Product Planning and Pricing Decisions for Export Marketing	11
	<ul style="list-style-type: none"> • Planning for Export Marketing with regards to Product, Branding, Packaging. • Need for Labelling and Marking in Exports, Factors determining Export Price; Objectives of Export Pricing. • International Commercial (INCO) Terms; Export Pricing Quotations – Free on Board (FOB), Cost Insurance and Freight (CIF) and Cost and Freight (C&F); Problems on FOB Quotation. 	
2	Export Distribution and Promotion	11
	<ul style="list-style-type: none"> • Factors influencing Distribution Channels; Direct and Indirect Exporting Channels; Distinction between Direct and Indirect Exporting Channels. • Components of Logistics in Export marketing; Selection criteria of Modes of Transport; Need for Insurance in Export Marketing. • Sales Promotion Techniques used in Export Marketing; Importance of Trade Fairs and Exhibitions; Benefits of Personal Selling; Essentials of Advertising in Export Marketing. 	
3	Export Finance & Geo-politics: India's Trading Mechanism	12
	<ul style="list-style-type: none"> • Methods of Payment In export marketing; Procedure to open Letter of Credit, Types and Benefits of Countertrade • Features of Pre-Shipment and Post-shipment finance; Procedure to obtain Export Finance; Distinction between Pre-shipment Finance and Post Shipment Finance, Method of Quotation. • Role of Commercial Banks, EXIM Bank, SIDBI in financing exporters; Role of ECGC. • India's exports through maritime borders, Challenges faced by India with respect to current geopolitical space/dynamics, Future Prospects to enhance Trade/Commerce. 	

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4	Export Procedure & Documentation	11
	<ul style="list-style-type: none">• Registration with different authorities; Pre-shipment Procedure involved in Exports; Procedure of Quality Control and Pre-shipment Inspection; GST for Merchant Exporters,• Shipping and Custom Stage Formalities; Role of Clearing & Forwarding Agent; Post-shipment Procedure for Realisation of Export Proceeds; New Procedure Introduced by Central Board of Indirect Taxation & Customs (CBITC).• Importance of - Commercial Invoice cum Packing list, Bill of Lading/ Airway Bill, Shipping Bill/Bill of Export, Consular Invoice, Certificate of Origin.	
	Total	45

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Beyond Syllabus

Presentations, Guest lectures on recent developments, Special Classes for students who are below average, Regular Educational Visits to various Export Promotion Organisations.

QUESTION PAPER PATTERN

Maximum Marks: 60

Duration: 2 Hours

Question to be set: 04

Q. No.	Particulars	Marks
Q. 1.	Module I Attempt any TWO of the following out of THREE Questions: (i) (ii) (iii)	15 Marks
Q.2.	Module II Attempt any TWO of the following out of THREE Questions: (i) (ii) (iii)	15 Marks
Q.3.	Module III Attempt any TWO of the following out of THREE Questions: (i) (ii) (iii)	15 Marks
Q.4.	Module IV Attempt any TWO of the following out of THREE Questions: (i) (ii) (iii)	15 Marks

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RECOMMENDED RESOURCES

Text Books	
Reference Books	
	<ol style="list-style-type: none"> 1. Export Policy Procedures & Documentation– M. I. Mahajan, Snow White Publications Pvt. Ltd, 26th Edition. 2. International Business, K. Aswathappa, McGraw-Hill Education (India) Pvt. Ltd.,6th Edition. 3. Export Import Procedures - Documentation and Logistics, C. Rama Gopal, New Age International Publishers, 2006 / Reprint Jan 2016. 4. International Trade and Export Management, Francis Cherunilam, Himalaya Publishing House, 20th Edition, 2017. 5. R. K. Jain's, Foreign Trade Policy & Handbook of Procedures [With Forms, Circulars & Public Notices], Centax Publication, 2017. 6. EXIM Policy & Handbook of EXIM Procedure – VOL I & II. 7. International Marketing and Export Management, Gerald Album, Edwin Duerr, Alexander Josias Sen, Pearson Publications, 8th Edition, June 2016. 8. International Marketing Strategy, Isobel Doole and Robin Lowe, 5th Edition, Thomson Learning, 2008. 9. Global marketing, Warren J. Keegan 9th Edition Pearson Education, Delhi. 10. New Import Export Policy - Nabhi Publications, 2017 11. P.K. Khurana, Export Management, Galgotia Publishing Co, New Delhi 12. P. K. Vasudeva, International Marketing-, Excel Books, fourth edition, New Delhi 13. Paras Ram, Export documentation and procedure A-Z 14. Export: What, Where, How? Paras Ram, & Nikhil K. Garg, Anupam Publishers, 47th Edition, 2016-17 15. International Marketing, Mary C. Gilly, John L. Graham, Philip R. Cateora, 14th Edition, Tata McGraw-Hill Co. Ltd., 2014

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	<p>16. International Marketing Management, An Indian Perspective, R.L. Varshney and B. Bhattacharya, Sultan Chand & Sons, 24th Edition, 2012</p> <p>17. International Marketing Analysis and Strategy, SakOnkvisit, John J. Shaw, Prentice- Hall of India Pvt. Ltd., 5th Edition, 2008</p> <p>18. International Marketing, Subhash C. Jain, South-Western, 6th Edition, 2001</p> <p>19. Export Management, T.A.S. Balagopal, Himalaya Publishing House, Mumbai, 2014</p> <p>20. Michael R. Czinkota and Likka A. Ronkainen, International Marketing, South- Western, 10th Edition, 2012</p> <p>21. Export-Import and Logistics Management, Charlie Hill, Random Publications, 2014</p> <p>22. International Marketing Management, M.V. Kulkarni, Everest Publishing House.</p>
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The final syllabus has been approved by the following BoS Members:

Dr. Adhir Vasant Ambavane - Head of the Department of Commerce

Mr. Manoj Arjun Sangare - Member – Faculty

Ms. Suchitra Poojari - Member – Faculty

Dr. Kishori Bhagat - Vice-Chancellor Nominee

Mr. Sanjeev Shah - Industry / Corporate Sector

Dr. Shobha Samir Dedhiya - Subject Expert – From Other University (SNDT)

Dr. Pramila Patil Subject Expert – From Other University (SNDT)

CA Kunal Sanil - Meritorious Alumnus



DR. ADHIR AMBAVANE
CHAIRMAN – BOS



DR. KISHORI BHAGAT
VC – NOMINEE (BOS)