

**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 2020 ONWARDS)**

**PROGRAMME: BACHELOR OF COMMERCE**

**SEMESTER V & VI**

**COURSE: EXPORT MARKETING**

<b>Course Code</b>	<b>Paper Title</b>	<b>Credit</b>
<b>CEXM501 &amp; CEXM601</b>	<b>Export Marketing</b>	<b>03</b>

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**1. Syllabus as per Choice Based Credit System**

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

**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
<b>Maximum Time, Semester End Exam (Theory) – 2 Hrs.</b>										

**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.

### Course Outcomes

**Students should be able to...**

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|------------|--|
| <b>CO1</b> | Acquire the knowledge of different terminologies used in International Marketing and about Foreign Trade & Foreign Exchange. |
| <b>CO2</b> | Understand the need and importance of exports for our country.   |
| <b>CO3</b> | Be familiar with the new export & import procedure.  |
| <b>CO4</b> | Analyse the principle of international business and strategies adopted by firms for exporting products globally.             |

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**EXPORT MARKETING**

<b>Course Contents Semester V</b>		
<b>Sr. No.</b>	<b>Modules/Units</b>	<b>Lectures</b>
<b>1</b>	<b>Introduction to Export Marketing</b>	<b>12</b>
	<ul style="list-style-type: none"> <li>• Concept and features of Export Marketing; Importance of Exports for a Nation and a Firm; Distinction between Domestic Marketing &amp; Export Marketing, Preliminaries for starting export business, Export Cost Concepts.</li> <li>• Factors influencing Export Marketing; Risks involved in Export Marketing; Problems of India's Export Sector, Foreign Exchange Risk.</li> <li>• Major merchandise/commodities exports of India (since 2015); Services exports of India (since 2015); Region-wise India's Export Trade (since 2015)</li> </ul>	
<b>2</b>	<b>Global Framework for Export Marketing</b>	<b>11</b>
	<ul style="list-style-type: none"> <li>• Trade barriers; Types of Tariff Barriers and Non-Tariff barriers; Distinction between Tariff and Non-Tariff barriers</li> <li>• Major Economic Groupings of the World; Positive and Negative Impact of Regional Economic Groupings; Agreements of World Trade Organisation (WTO)</li> <li>• Need for Overseas Market Research; Market Selection Process, Determinants of Foreign Market Selection</li> </ul>	
<b>3</b>	<b>India's Foreign Trade Policy</b>	<b>11</b>
	<ul style="list-style-type: none"> <li>• Foreign Trade Policy (FTP) 2015-20 - Highlights and Implications, Export Trade facilitations and ease of doing business as per the new FTP, eBRC (Bank Realisation Certificate)</li> <li>• Role of Directorate General of Foreign Trade (DGFT), Negative list of Exports, Deemed Exports.</li> </ul>	

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	<ul style="list-style-type: none"> <li>• Benefits to Status Holders &amp; Towns of Excellence; Common benefits for EHTP, BTP and STP; Benefits enjoyed by (IIAs) Integrated Industrial Areas (SEZ), EOU, AEZ.</li> </ul>	
<b>4</b>	<b>Export Incentives &amp; Assistance</b>	<b>11</b>
	<ul style="list-style-type: none"> <li>• 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).</li> <li>• 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) &amp; Commodity Boards (CBs), Indian Institute of Foreign Trade (IIFT), Indian Institute of Packaging (IIP).</li> <li>• 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.</li> </ul>	
	<b>Total</b>	<b>45</b>

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**EXPORT MARKETING**

<b>Course Contents Semester VI</b>		
<b>Sr. No.</b>	<b>Modules/Units</b>	<b>Lectures</b>
<b>1</b>	<b>Product Planning and Pricing Decisions for Export Marketing</b>	<b>12</b>
	<ul style="list-style-type: none"> <li>• Planning for Export Marketing with regards to Product, Branding, Packaging.</li> <li>• Need for Labelling and Marking in Exports, Factors determining Export Price; Objectives of Export Pricing.</li> <li>• International Commercial (INCO) Terms; Export Pricing Quotations – Free on Board (FOB), Cost Insurance and Freight (CIF) and Cost and Freight (C&amp;F); Problems on FOB Quotation.</li> </ul>	
<b>2</b>	<b>Export Distribution and Promotion</b>	<b>11</b>
	<ul style="list-style-type: none"> <li>• Factors influencing Distribution Channels; Direct and Indirect Exporting Channels; Distinction between Direct and Indirect Exporting Channels.</li> <li>• Components of Logistics in Export marketing; Selection criteria of Modes of Transport; Need for Insurance in Export Marketing.</li> <li>• Sales Promotion Techniques used in Export Marketing; Importance of Trade Fairs and Exhibitions; Benefits of Personal Selling; Essentials of Advertising in Export Marketing.</li> </ul>	
<b>3</b>	<b>Export Finance</b>	<b>11</b>

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	<ul style="list-style-type: none"> <li>• Methods of Payment In export marketing; Procedure to open Letter of Credit, Types and Benefits of Countertrade</li> <li>• 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.</li> <li>• Role of Commercial Banks, EXIM Bank, SIDBI in financing exporters; Role of ECGC.</li> </ul>	
<b>4</b>	<b>Export Procedure &amp; Documentation</b>	<b>11</b>
	<ul style="list-style-type: none"> <li>• Registration with different authorities; Pre-shipment Procedure involved in Exports; Procedure of Quality Control and Pre-shipment Inspection; GST for Merchant Exporters,</li> <li>• Shipping and Custom Stage Formalities; Role of Clearing &amp; Forwarding Agent; Post-shipment Procedure for Realisation of Export Proceeds; New Procedure Introduced by Central Board of Indirect Taxation &amp; Customs (CBITC).</li> <li>• Importance of - Commercial Invoice cum Packing list, Bill of Lading/ Airway Bill, Shipping Bill/Bill of Export, Consular Invoice, Certificate of Origin.</li> </ul>	
	<b>Total</b>	<b>45</b>

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<b>Beyond Syllabus</b>
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Presentations, Guest lectures on recent developments, Special Classes for students who are below average, Regular Educational Visits to various Export Promotion Organisations.
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**QUESTION PAPER PATTERN**

**Maximum Marks: 60**

**Duration: 2 Hours**

**Question to be set: 04**

<b>Q. No.</b>	<b>Particulars</b>	<b>Marks</b>
<b>Q. 1.</b>	<b>Module I</b> <b>Attempt any TWO of the following out of THREE Questions:</b> (i) (ii) (iii)	<b>15 Marks</b>
<b>Q.2.</b>	<b>Module II</b> <b>Attempt any TWO of the following out of THREE Questions:</b> (i) (ii) (iii)	<b>15 Marks</b>



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<b>Q.3.</b>	<b>Module III</b> <b>Attempt any TWO of the following out of THREE Questions:</b> (i) (ii) (iii)	<b>15 Marks</b>
<b>Q.4.</b>	<b>Module IV</b> <b>Attempt any TWO of the following out of THREE Questions:</b> (i) (ii) (iii)	<b>15 Marks</b>

**RECOMMENDED RESOURCES**

<b>Text Books</b>	
<b>Reference Books</b>	<ol style="list-style-type: none"> <li>1. Export Policy Procedures &amp; Documentation– M. I. Mahajan, Snow White Publications Pvt. Ltd, 26th Edition.</li> <li>2. International Business, K. Aswathappa, McGraw-Hill Education (India) Pvt. Ltd.,6th Edition.</li> <li>3. Export Import Procedures - Documentation and Logistics, C. Rama Gopal, New Age International Publishers, 2006 / Reprint Jan 2016.</li> <li>4. International Trade and Export Management, Francis Cherunilam, Himalaya Publishing House, 20th Edition, 2017.</li> <li>5. R. K. Jain's, Foreign Trade Policy &amp; Handbook of Procedures [With Forms, Circulars &amp; Public Notices], Centax Publication, 2017.</li> <li>6. EXIM Policy &amp; Handbook of EXIM Procedure – VOL I &amp; II.</li> <li>7. International Marketing and Export Management, Gerald Album, Edwin Duerr, Alexander Josias Sen, Pearson Publications, 8th Edition, June 2016.</li> </ol>

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|  | <ol style="list-style-type: none"><li>8. International Marketing Strategy, Isobel Doole and Robin Lowe, 5th Edition, Thomson Learning, 2008.</li><li>9. Global marketing, Warren J. Keegan 9th Edition Pearson Education, Delhi.</li><li>10. New Import Export Policy - Nabhi Publications, 2017</li><li>11. P.K. Khurana, Export Management, Galgotia Publishing Co, New Delhi</li><li>12. P. K. Vasudeva, International Marketing-, Excel Books, fourth edition, New Delhi</li><li>13. Paras Ram, Export documentation and procedure A-Z</li><li>14. Export: What, Where, How? Paras Ram, &amp; Nikhil K. Garg, Anupam Publishers, 47th Edition, 2016-17</li><li>15. International Marketing, Mary C. Gilly, John L. Graham, Philip R. Cateora, 14th Edition, Tata McGraw-Hill Co. Ltd., 2014</li><li>16. International Marketing Management, An Indian Perspective, R.L. Varshney and B. Bhattacharya, Sultan Chand &amp; Sons, 24th Edition, 2012</li><li>17. International Marketing Analysis and Strategy, SakOnkvisit, John J. Shaw, Prentice- Hall of India Pvt. Ltd., 5th Edition, 2008</li><li>18. International Marketing, Subhash C. Jain, South-Western, 6th Edition, 2001</li><li>19. Export Management, T.A.S. Balagopal, Himalaya Publishing House, Mumbai, 2014</li><li>20. Michael R. Czinkota and Likka A. Ronkainen, International Marketing, South- Western, 10th Edition, 2012</li><li>21. Export-Import and Logistics Management, Charlie Hill, Random Publications, 2014</li><li>22. International Marketing Management, M.V. Kulkarni, Everest Publishing House.</li></ol> |
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**The final syllabus which has been approved by the following BoS Members:**

Mrs. Chitra Subramaniam - Head of Department of Commerce

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Dr. Adhir Vasant Ambavane - Member – Faculty

Mr. Manoj Arjun Sangare - Member - Faculty

Mr. Sunil Chari - Industry / Corporate Sector

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

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

Mr. Bipinchandra Wadekar - Vice-Chancellor Nominee

Ms. Siddhika Rane - Meritorious Alumnus



**MRS. CHITRA SUBRAMANIAM  
CHAIRMAN – BOS**

**Date: 19<sup>th</sup> August, 2020.**



**MR. BIPINCHANDRA WADEKAR  
VC – NOMINEE (BOS)**