

**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**

<b>Course Code</b>	<b>Paper Title</b>	<b>Credit</b>
<b>VCEM303 &amp; VCEM353</b>	<b>Export Marketing</b>	<b>04</b>

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

**1) Name of the Programme : T.Y.B.COM**

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- 2) **Course Code** : **VCEM303 & VCEM353**
- 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)** : **04**
- 7) **No. of Lectures Per Unit** : **15**
- 8) **No. of Lectures Per Week** : **04**
- 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: VCEM303 & VCEM353

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	
4	-	-	4	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.

### Distribution of marks as per Units, COs and Bloom's Taxonomy

Unit	COs	Bloom's Taxonomy Level	Type of Question	Marks	Weightage (%)
1	CO1: Understanding	Explain / Classify / Describe / Recognise	Essay Type	15	25
2	CO2: Apply	Demonstrate / Execute / Interpret	Essay Type, Problem solving	15	25
3	CO3: Analyse	Organise / Assess / Examine / Contrast	Essay Type, Problem solving	15	25
4	CO4: Evaluate	Argue / Judge / Critique	Essay Type, Problem solving	15	25

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**EXPORT MARKETING I**

**Course Outcomes:**

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

**CO1:** Understand the concept, features, and importance of export marketing, including its role in national and firm-level growth, and analyze risks and challenges like foreign exchange risk and geopolitical influences.

**CO2:** Apply knowledge of trade barriers (tariff and non-tariff), reciprocal tariff policies, and the role of major economic groupings (e.g., BRICS+, GCC) in shaping global trade.

**CO3:** Analyse India's Foreign Trade Policy (FTP 2023-24) and its implications for export facilitation, including benefits for SEZs, EOUs, and status holders.

**CO4:** Evaluate the effectiveness of financial and institutional export incentives such as MDA, MAI, EPCG Scheme, and Duty Drawback in promoting Indian exports.

**EXPORT MARKETING-I**

<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>15</b>
	<ul style="list-style-type: none"> <li>• Concept and features of Export Marketing; Importance of Exports for a Nation and a Firm; NOSTRO, VOSTRO and LORO Accounts, 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>• Geo-Politics; Concept, Global Maritime Trade, Case Studies - (Malacca Strait, Bab-el-Mandab, Strait of Hormuz)</li> </ul>	
<b>2</b>	<b>Global Framework for Export Marketing</b>	<b>15</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, Digital Trade Barriers, <b>The Economic and Political Implications of Reciprocal Tariff Policies.</b></li> <li>• Major Economic Groupings of the World - <b>BRICS+ (Expanded Group), Gulf Cooperation Council (GCC)</b>, Positive and</li> </ul>	

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	<p>Negative Impact of Regional Economic Groupings; Agreements of World Trade Organisation (WTO)</p> <ul style="list-style-type: none"> <li>• Need for Overseas Market Research; Market Selection Process, Determinants of Foreign Market Selection, <b>Digital Tools and Data Sources for International Market Research – Concept &amp; Benefits.</b></li> </ul>	
<b>3</b>	<b>India's Foreign Trade Policy</b>	<b>15</b>
	<ul style="list-style-type: none"> <li>• Foreign Trade Policy (FTP) 2023-24 - Highlights and Implications, Export Trade facilitations and ease of doing business as per the new FTP</li> <li>• Role of Directorate General of Foreign Trade (DGFT), Negative list of Exports, Deemed Exports.</li> <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>15</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); NIRVIK Scheme.</li> </ul>	
	<b>Total</b>	<b>60</b>

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**Distribution of marks as per Units, COs and Bloom's Taxonomy**

Unit	COs	Bloom's Taxonomy Level	Type of Question	Marks	Weightage (%)
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2	CO2: Apply	Demonstrate / Execute / Interpret	Essay Type, Problem solving	15	25
3	CO3: Analyse	Organise / Assess / Examine / Contrast	Essay Type, Problem solving	15	25
4	CO4: Evaluate	Argue / Judge / Critique	Essay Type, Problem solving	15	25

**EXPORT MARKETING II**

**Course Outcomes:**

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

**CO1:** Understand the importance of product planning, branding, packaging, and pricing decisions in export marketing, including the use of INCOTERMS like FOB, CIF, and C&F.

**CO2:** Apply effective export distribution strategies by analyzing direct and indirect channels, logistics components, and promotional techniques like trade fairs and advertising.

**CO3:** Analyse export financing methods (e.g., pre-shipment and post-shipment finance), the role of institutions like EXIM Bank and ECGC, and the impact of geopolitical dynamics on India's maritime trade.

**CO4:** Evaluate export procedures and documentation requirements (e.g., quality control, GST compliance), including the role of digital platforms for shipment booking and cargo tracking.

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**EXPORT MARKETING II**

<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>15</b>
	<ul style="list-style-type: none"> <li>• Planning for Export Marketing with regards to Product, Branding, Packaging, <b>Product Adaptation for International Markets</b></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>15</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>• <b>E-Supply Chain Management</b>, 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 &amp; Geo-politics: India's Trading Mechanism</b>	<b>15</b>
	<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>	

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	<ul style="list-style-type: none"> <li>India's exports through maritime borders, Challenges faced by India with respect to current geopolitical space/dynamics, Future Prospects to enhance Trade/Commerce.</li> </ul>	
<b>4</b>	<b>Export Procedure &amp; Documentation</b>	<b>15</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), <b>Digital Platforms for Booking Shipments and Tracking Cargo.</b></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>60</b>

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**Beyond Syllabus**

Problem-based learning, Regular Visits to Governmental Websites for Recent Updates, Guest Lectures on Recent Development, Paper presentations, and Industrial Visits, Digital Storytelling, Peer Learning & Assessment, 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.	<b>Module I</b> <b>Attempt any TWO of the following out of THREE Questions:</b> (i) (ii) (iii)	15 Marks
Q.2.	<b>Module II</b> <b>Attempt any TWO of the following out of THREE Questions:</b> (i) (ii) (iii)	15 Marks
Q.3.	<b>Module III</b> <b>Attempt any TWO of the following out of THREE Questions:</b> (i) (ii) (iii)	15 Marks
Q.4.	<b>Module IV</b> <b>Attempt any TWO of the following out of THREE Questions:</b> (i) (ii) (iii)	15 Marks

**RECOMMENDED RESOURCES**

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<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> <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> </ol>

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	<p>16. International Marketing Management, An Indian Perspective, R.L. Varshney and B. Bhattacharya, Sultan Chand &amp; 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 which 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)**