

**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
VCEM303 & VCEM353	Export Marketing	04

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

Course Contents Semester V		
Sr. No.	Modules/Units	Lectures
1	Introduction to Export Marketing	15
	<ul style="list-style-type: none">• 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.• 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)	
2	Global Framework for Export Marketing	15
	<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, The Economic and Political Implications of Reciprocal Tariff Policies.• Major Economic Groupings of the World - BRICS+ (Expanded Group), Gulf Cooperation Council (GCC), Positive and	

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	<p>Negative Impact of Regional Economic Groupings; Agreements of World Trade Organisation (WTO)</p> <ul style="list-style-type: none"> Need for Overseas Market Research; Market Selection Process, Determinants of Foreign Market Selection, Digital Tools and Data Sources for International Market Research – Concept & Benefits. 	
3	India's Foreign Trade Policy	15
	<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. 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	15
	<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); NIRVIK Scheme. 	
	Total	60

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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 (%)
1	CO1: Understanding	Explain / Classify / Describe / Recognise	Essay Type	15	25
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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

Course Contents Semester VI		
Sr. No.	Modules/Units	Lectures
1	Product Planning and Pricing Decisions for Export Marketing	15
	<ul style="list-style-type: none"> Planning for Export Marketing with regards to Product, Branding, Packaging, Product Adaptation for International Markets 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	15
	<ul style="list-style-type: none"> Factors influencing Distribution Channels; Direct and Indirect Exporting Channels; Distinction between Direct and Indirect Exporting Channels. E-Supply Chain Management, 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	15
	<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. 	

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	<ul style="list-style-type: none"> India's exports through maritime borders, Challenges faced by India with respect to current geopolitical space/dynamics, Future Prospects to enhance Trade/Commerce. 	
4	Export Procedure & Documentation	15
	<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), Digital Platforms for Booking Shipments and Tracking Cargo. Importance of - Commercial Invoice cum Packing list, Bill of Lading/ Airway Bill, Shipping Bill/Bill of Export, Consular Invoice, Certificate of Origin. 	
	Total	60

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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.	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

RECOMMENDED RESOURCES

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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 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)**