

**Veer Narmad South Gujarat University**  
**Export Management**  
T.Y. B.B.A., Semester VI Effective from Dec 2012

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**Objectives:**

To sensitise students with dynamics of international business and equip them with skills

**Pedagogic Tools:**

Lectures, Case studies, Practical examples from corporate & business world, assignments, projects & presentations

- 1. Globalization and Growth of International Business (15)**  
Evolution of International Business, Drivers of Globalization and International Business, Advantages and Problems of International Business, Stages of internationalization and approaches to Internationalization, Difference between Domestic Business and International Business, International Business Decisions
- 2. Foreign Direct Investment (10)**  
Meaning, Types of FDI, Factors affecting FDI, Merits and Demerits of FDI, FDI Trends in India
- 3. International Finance (10)**  
Need for export finance, Payment terms, Institutional finance (Pre Shipment, Post Shipment), Exim Bank: objectives & Functions, ECGC: Role & Policy, Marine Insurance
- 4. Trade Policy and Export Promotion (15)**  
Introduction, Trade Barriers: Tariffs & Non Tariff, Export Promotion: Organizational set up, Incentives, production Assistance/facilities, Marketing Assistance, Special Economic Zones, Export Houses, Evaluation of Export Promotion Measures
- 5. Export Procedure and Documentation (15)**  
Export Import Procedure, Export Documentation
- 6. International Marketing (35)**  
Market Selection: Process, Determinants, Evaluation, Market Entry Strategies, International Marketing Environment
  - a. **International Product Decisions** - International Product: Advantages and Disadvantages of Standardization VS Adaptation, Branding Decisions in International Marketing, Packaging and labelling in International Marketing

- b. **International Pricing** - Objectives, Factors affecting pricing, Pricing methods, Transfer Pricing, Steps in Pricing
- c. **International Distribution** - International channel system, Types of foreign intermediaries, Factors influencing channel selection
- d. **International Promotion** - Major Decisions in International Marketing Communication, Communication mix decisions, Role of Trade fairs and exhibitions in international promotion.

***List of references***

1. ***International Business: Text and Cases - P. Subba Rao, Himaliya Publishing House.***
2. ***International Business: Text and Cases - Francis Cherunilam, PHI Learning.***
3. ***International Business - Rakesh Mohan Joshi, Oxford University press.***
4. ***International Trade and Export management - Francis Cherunilam, Himaliya Publishing House.***
5. ***International Marketing – Rajendra Nargunkar, Tata Mcgrow Hill.***
6. ***International Marketing: Text and Cases - Francis Cherunilam, Himaliya Publishing House.***
7. ***Export Management - T.A.S. Balagopal, Himaliya Publishing House.***
8. ***International Marketing management: An Indian Perspective - R. L. Varshney, B. Bhattacharya, Sultan Chand & sons.***