

SARDAR PATEL UNIVERSITY
Programme: BBA(Foreign Trade)
Semester: IV

Syllabus with effect from: NOVEMBER \ DECEMBER 2012

Paper Code: UM04CBBF01	Total Credit: 3
Title Of Paper: Foreign Trade Incentive & Promotional Measures	

Unit	Description in detail	Weighting (%)
1	Export Trade of India Engine of Economic Growth, Highlights of Indian Export Performance (Latest) In terms of Value, In terms of Composition In terms of Direction, Major Problems of Indian Export Sector	25 %
2	Export Promotion Meaning, Importance Objectives of Export Promotion, Objectives of Sales Features of SEZ, Incentives to Units in SEZs Contribution of SEZs to India's Exports	25 %
3	Export Promotion Measures (as per Present Foreign Trade Policy) By Department of commerce <ul style="list-style-type: none"> • Assistance to State for Infrastructure Development of Export (ASIDE) • Marketing Assistance (MDA, MAI) • Town of Export Excellence (TEE) • Brand promotion & Quality (BPQ) By Director General of Foreign Trade (DGFT) <ul style="list-style-type: none"> • Export & Trading Houses • Services Exports 	25 %
4	Initiatives to Exports (as per Present Foreign Trade Policy) Incentives scheme by DGFT <ul style="list-style-type: none"> • Vishesh Krishi & Gram Udyog Yojna • Focus Market Scheme • Focus Product Scheme Special Focus Initiatives <ul style="list-style-type: none"> • For Market Diversification • For Technological Up gradation • For Agriculture & Village Industry Schemen • For Handlooms & Handicrafts • For Gems & Jewelry • For Leather & Footware • For Marine Products • For Electronics & IT Hardware Manufacturing Industruy 	25 %

Basic Text & Reference Books

- International Economics – By Francies Cherunilum (For Unit 1 & 2)
- Export Marketing – By Acharya & Jain (For Unit. 1 & 2)
- Website : <http://dgftcom.nic.in/exim/2000/policy/ftp-plcontent0910.pdf>
- Chapter 3 – Promotional Measures (For Unit 3), Chapter 1 B – Special Focus Initiatives (For Unit4)

