

SARDAR PATEL UNIVERSITY
Programme: BBA(General)
Semester: V
Syllabus with effect from : JUNE 2013

Paper Code: UM05EBBA04	Total Credit: 3
Title Of Paper: Export Management - I	

Unit	Description in detail	Weighting (%)
1	Indian Economy and Exports Export Marketing: Meaning, scope, Difference between Export Marketing & Domestic Marketing International Marketing Environment: Factors, Theory of Cost Comparative Advantage	25 %
2	Institutional Infrastructures for Exports India's Current EXIM (Foreign Trade) Policy- 2004-09 Export Promotion Agencies: Export Promotion Councils, Commodity Board & FICCI Service Organisations: ITPO, FIEO, IIFT	25 %
3	Export Assistance Need for Export Assistance Export Promotion Measures Deemed Exports, Star Export-Houses, Assistance for reducing Price Disadvantage, Assistance in area of marketing Special Economic Zones (SEZs)	25 %
4	Identification of Markets for Exports International Trade Promotion Agencies: WTO, IMF, UNCTAD Regional Economic Groups: EU, ASEAN, SAARC, NAFTA	25 %

Basic Text & Reference Books

- Export Management: TAS BalaGopal, Himalaya Publishing House
- International Marketing Management: V. L. Varshney & B. Bhattacharya
- Export Marketing: B. s. Rathore & J. S. Rathore, Himalaya Publishing House
- Export Marketing: Acharya & Jain, Himalaya Publishing House
- Foreign Trade-Review: Indian Institute of Foreign Trade
- International Business: Dr. R. Chandran, Jaico Publishing House

