

**SARDAR PATEL UNIVERSITY**  
**Programme: BBA (International Business)**  
**Semester: IV**  
**Syllabus with Effect from: DECEMBER 2015**

<b>Paper Code:</b> UM04CBBB01	<b>Total Credits: 3</b>
<b>Title Of Paper:</b> Foreign Trade Incentive & Promotional Measures	

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

**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 Unit 4)

