

SARDAR PATEL UNIVERSITY
Programme: BBA (Information Technology Management)
Semester: V
Syllabus with effect from: June-2013

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| Paper Code: UM05EBBI07 | Total Credit:3 |
| Title Of Paper: Foreign Trade | |

| Unit | Description in detail | Weighting (%) |
|-------------|---|----------------------|
| I | International Business Meaning, reasons to enter international business Difference between domestic and international business Methods of entry in international business Factors influencing international business | 25% |
| II | India's Foreign Trade And Economic Relations Trends And Developments Of India's Foreign Trade Balance Of Payment: Components And Causes Of Bop Disequilibrium India And Wto India's Trade Relations With: Eu, Saarc, Asean And Nafta | 25 % |
| III | Foreign Trade Finance & Insurance Need, Pre-shipment finance (features & procedures) Post-shipment finance (features & procedures) EXIM bank, ECGC Marine insurance: need, types of policies, risk covered | 25 % |
| IV | Institutional Infrastructures For Foreign Trade Export Promotion Agencies: Export Promotion Councils, Commodity Boards, Stcs & Ficci Service Organisations: Itpo, Fieo, Iift India's Ports And Shipping System | 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

