

SARDAR PATEL UNIVERSITY
Programme: BBA (Information Technology Management)
Semester: VI
Syllabus with effect from: November/December-2013

Paper Code:UM06EBBI07	Total Credit:3
Title Of Paper: Export Management	

Unit	Description in detail	Weighting (%)
I	India's Exim (Foreign Trade) Policy Objectives, Highlights Of Current Exim Policy Depb, Epcg Schemes, Star Export Houses Deemed Exports, Sezs Iso 9000 Series	25%
II	Export Costing Concepts, Relevance Of Variable Cost Inco Terms Documentary Credit Under L/C Terms Of Payment Da/Dp Terms	25 %
III	Export Marketing Export Product: Product Standardisation, Product Adaptation Strategies Product Positioning: meaning, Steps and Importance Export Pricing: Factors, Methods and Strategies International Advertising Programme	25 %
IV	Export Procedure and Documentation Export Procedure (Four stages) Export Documentation	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

