

**SARDAR PATEL UNIVERSITY**  
**Programme: Bachelor of Vocation (Export & Import Management)**  
**Semester: VI**  
**Syllabus with effect from: JUNE 2023**

Course Type	Course Code	Name Of Paper	T/P	Credi t	Exam Durati on in hrs	Conta ct Hrs Per Week	Component of Marks			Evaluation Responsibility
							Internal	External	Total	
							Total/Passi ng	Total/Passi ng	Total/Passi ng	
<b>Foundation Courses</b>	UB06FBVE51	Organization behavior -II	T	3	3	3	30/12	70/28	100/40	University/ College
	UB06FBVE52	Vibrant skills for Business	T	3	3	3	30/12	70/28	100/40	University/ College
	UB06CBVE53	Contemporary Research-II	T	3	3	3	30/12	70/28	100/40	University/ College
	UB06CBVE54	Export import management -VI	T	3	3	5	30/12	70/28	100/40	University/ College
<b>Core Courses</b>	UB06CBVE51	E Commerce Manager	P	18	270 Hours	-	-	-	100/40	University/ College
	UB06CBVE52	On the job Training Project Report-VI (Project Submission + viva)	P	00	270 Hours	-	-	-	100/40	University/ College

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**Course Outcome**  
**Semester – VI**

**Organization behavior-II**

1. Fundamentals of organization behavior
2. Management of resources in optimum manner for efficiency
3. How to organize effectively for better performance
4. Social responsibility and business ethics for work

**Vibrant skills for Business**

5. How to communicate professionally for organization development
6. Etiquettes of Communication and communication
7. Student learn how to correspondence and working

**Contemporary Research-II**

8. How to conduct research design?
9. Understanding process in research and adoption in market?
10. Primary and secondary data collection and application?
11. Research proposal and their working.

**Export & Import Management-VI**

12. To understand the basic knowledge of export & Import management
13. To understand custom procedure
14. To identify export procedure with documentation work
15. To learn export product process

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**Export & Import Management SEMESTER – VI**  
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<b>Paper Code: UB06FBVE51</b>	<b>Total Credit: 3</b>
<b>Title of Paper: Organization behavior-II</b>	

Unit	Description in detail	Weighting (%)
<b>1</b>	<b><u>Group and Team Dynamics</u></b> <ul style="list-style-type: none"> <li>➤ Defining and classifying groups</li> <li>➤ Stages of group development,</li> <li>➤ Group dynamics, Group decision making, Types of teams</li> <li>➤ Contemporary issues in managing teams.</li> </ul>	<b>25%</b>
<b>2</b>	<b><u>Interpersonal Behaviour</u></b> <ul style="list-style-type: none"> <li>➤ Dynamics of interpersonal relationship; Psychological</li> <li>➤ <b>Contract:</b> Concept and types</li> <li>➤ <b>Trust:</b> Concept, Types and Building trust among employees.</li> </ul>	<b>25%</b>
<b>3</b>	<b><u>Organizational Citizenship Behaviour</u></b> <ul style="list-style-type: none"> <li>➤ Concept, Forms and suggestions for promoting organizational citizenship behaviour</li> <li>➤ Whistle–Blowing</li> <li>➤ <b>Co-operation:</b> Concept and determinants,</li> </ul>	<b>25%</b>
<b>4</b>	<b><u>Conflict &amp; Transactional Analysis</u></b> <ul style="list-style-type: none"> <li>➤ <b>Conflict:</b> Concept, Consequences, Sources, Approaches of conflict management</li> <li>➤ <b>Deviant organizational behaviour:</b> Concept, Dimensions And categories of deviant organizational behaviour.</li> </ul>	<b>25%</b>

**Basic Text & Reference Books**

- ❖ Robbins, Stephen P.; Judge, Timothy A.; and Sanghi, Seema, “*Organisational Behaviour*”, Pearson Education, New Delhi.
- ❖ McShane, Steven L.; Glinow, Mary Ann Von; Sharma, Radha R, “*Organisational Behaviour*”, Tata McGraw Hill, New Delhi.
- ❖ Aswathappa, K., “*Organisational Behaviour, Text, Cases and Games*”, Himalaya Publishing, Delhi.
- ❖ Pareek, Udai, “*Understanding Organizational Behaviour*”, Oxford University Press, New Delhi.

**Note: Latest Edition of Text books may be used.**

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<b>PaperCode: UB06FBVE52</b>	<b>TotalCredit:3</b>
<b>TitleOfPaper: Vibrant skills for Business</b>	

1.

Unit	Descriptionindetail	Weighting(%)
<b>1</b>	<b>Problem solving</b> <ul style="list-style-type: none"> <li>➤ Solve your problem of day to day life</li> <li>➤ Meaning and definition Problem solving skill</li> <li>➤ Problem solving process</li> <li>➤ Importance of problem in business</li> </ul>	<b>25%</b>
<b>2</b>	<b>Leadership Skill</b> <ul style="list-style-type: none"> <li>➤ General leadership skill</li> <li>➤ Understanding the power</li> <li>➤ Develop leadership skills</li> <li>➤ Importance of leadership skill in Business</li> </ul>	<b>25%</b>
<b>3</b>	<b>Decision Making</b> <ul style="list-style-type: none"> <li>➤ How to make better decision</li> <li>➤ Definition and meaning of decision making</li> <li>➤ Financial decision</li> <li>➤ Importance of decision making skill</li> <li>➤ Impact of ethics and values on decision</li> </ul>	<b>25%</b>
<b>4</b>	<b>Learning Skill</b> <ul style="list-style-type: none"> <li>➤ Personal learning skill(Mind map, power of observation, note taking )</li> <li>➤ Understanding how people learn</li> <li>➤ Developing Environment to work with other</li> <li>➤ Developing health relationship with other</li> </ul>	<b>25%</b>

**Basic Text & Reference Books:**

- Rajendra Pal and J S Korlahalli, Essentials of Business Communication, Sultan Chand & sons
- Sunita Mishra and C.Murali Krishna, Communication Skills for Engineers, Pearson Education
- Meenakshi Raman & Sangita Sharma, Technical Communication; Principles and Practice , Oxford University PressOn We Go, BBC’s audio-visual course

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**Export & Import Management SEMESTER – VI**  
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<b>Paper Code: UB06CBVE53</b>	<b>Total Credit: 3</b>
<b>Title of Paper: Contemporary Research-II</b>	

Unit	Description in detail	Weighting (%)
<b>1.</b>	<b>Collection of data</b> Primary data : Personal interview Telephone interview Mail & Self administered questionnaire Schedule v/s Questionnaire	
<b>2.</b>	<b>Secondary data:</b> Advantages of secondary data Sources of secondary data Classification & Limitations	
<b>3.</b>	<b>Research Report</b> Significance of research report Types of research report Steps of research report Precautions for research report Synopsis of research report Limitations of research report	
<b>4.</b>	<b>Role of Computer in Research</b> Introduction Characteristics Computer applications Computer and Researchers	

**Basic Text & Reference Books**

1. Anthony, M., Graziano, A.M. and Raulin, M.L., 2009. Research Methods: A Process of Inquiry, Allyn and Bacon.
2. Carlos, C.M., 2000. Intellectual property rights, the WTO and developing countries: the TRIPS agreement and policy options. Zed Books, New York.
3. Coley, S.M. and Scheinberg, C. A., 1990, "Proposal Writing", Sage Publications.
4. Day, R.A., 1992. How to Write and Publish a Scientific Paper, Cambridge University Press.

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<b>Paper Code: UB06CBVE54</b>	<b>Total Credit: 5</b>
<b>Title of Paper: Export Import Management-VI</b>	

<b>Unit</b>	<b>Description in detail</b>	<b>Weighthage</b>
1	<b>Foreign Trade:</b> Meaning, Dumping Policy, Balance Of Trade, Balance Of Payment, Foreign Contracts, International Trade Agreements/Institutions, Methods Of Foreign Trade	25%
2	<b>International Environment And Trade Barriers:</b> Meaning And Components Of International Environment, Trade Barriers-Meaning, Definitions, Objectives And Types	25%
3	<b>Foreign Trade Policy:</b> Back Ground, Objectives, Highlights, Special Focus Initiatives, Briefing On Export And Trading Houses, Briefing On Negative List Of Exports.	25%
4	<b>Regulation For International Trade:</b> Laws Governing India's Export-Import Trade: Pre-Shipment Inspection And Quality Control Act(1963), Foreign Exchange Management Act(FEMA),International Commercial Practices.	25%

**References**

- Foreign Trade And Foreign Exchange-B.K.Chaudhuri&O.P.Agarwal, Himalaya Publishing House.
- Export Import Procedures And Documentation-Dr. Khushpat S. Jain,
- Export Marketing-Khushpat S. Jain &PoonamKakkad

**SARDAR PATEL UNIVERSITY**  
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**Export & Import Management SEMESTER – V**  
**Syllabus with effect from: JUNE 2023**

<b>Paper Code : E Commerce Manager</b>	<b>Total Credit : 18</b>
<b>Title of Paper : UB06CBVE51</b>	

Unit	Description in Detail
<b>1</b>	<p><b>Conduct daily review and facilitate operations</b></p> <ul style="list-style-type: none"> <li>❖ allocate resources for completion of priority tasks</li> <li>❖ ensure optimal utilisation of all assets and resources as per performance targets</li> <li>❖ facilitate training for subordinates on process improvements and develop their capabilities</li> <li>❖ monitor process compliance to organizational policies and procedures</li> <li>❖ adhere and ensure compliance related to hazardous goods storage and handling regulations</li> </ul>
<b>2</b>	<p><b>Manage category and catalogue for products in Ecommerce</b></p> <ul style="list-style-type: none"> <li>❖ analyse information on market and</li> <li>❖ seasonal trends in terms of performance for the</li> <li>❖ below mentioned metrics for different brands</li> <li>❖ and Stock Keeping Units (SKUs) within the</li> <li>❖ category, <ul style="list-style-type: none"> <li>a. sales turnover</li> <li>b. profit margin</li> <li>c. Return on Investment</li> <li>d. inventory turnover</li> <li>e. cost of operations</li> <li>f. customer returns</li> <li>g. relationship with seller</li> <li>h. pricing policy</li> </ul> </li> <li>❖ continuously monitor category performance during the sales period</li> <li>❖ collaborate with analytics team and analyse customer behaviour and feedback</li> <li>❖ analyse customer reviews, ratings and returns to decide on product mix</li> </ul>
<b>3</b>	<p><b>Build customer relations and handle key accounts</b></p> <ul style="list-style-type: none"> <li>❖ coordinate with client's nominated representative/s and build a good rapport with them</li> <li>❖ receive feedback from the customers on a periodical basis</li> <li>❖ analyse feedback given by customers and develop or improve the system accordingly</li> <li>❖ provide customised solutions to customers and assist in resolving their issues</li> <li>❖ acquire new clients and increase the overall client base</li> </ul>
<b>4</b>	<p><b>Process large data-sets and analyse</b></p> <ul style="list-style-type: none"> <li>❖ consolidate and analyse sales and financial performance data (budget vs. actuals, income statement, etc.)</li> <li>❖ analyse reverse logistics data and return performance to provide improvement action plan</li> </ul>

	<ul style="list-style-type: none"> <li>❖ use market research reports to extract information on market performance and demand scenario</li> <li>❖ set-up consensus meetings with peers and seniors and finalise forecasts on the basis of review comments</li> <li>❖ conduct periodic review of forecast and revise accordingly</li> </ul>
5	<p><b>Business development and stakeholder relations</b></p> <ul style="list-style-type: none"> <li>❖ prepare sales targets and relationship strategies</li> <li>❖ prioritize the clients for contacting, based on the previous relationship building calls made to each of them</li> <li>❖ call clients and prospects to seek meeting</li> <li>❖ regularly interact with the client over phone, emails or personal visits and quickly respond to their queries</li> <li>❖ co-ordinate with labour contractor and local vendors for sufficient workforce, carrier vehicle availability as per work demand</li> </ul>
6	<p><b>Review performance and develop performance improvement plan</b></p> <ul style="list-style-type: none"> <li>❖ review output reports for escalated cases to identify reasons</li> <li>❖ analyse trend of defaults, delays, etc. along with their reasoning</li> <li>❖ identify process improvement areas and departments</li> <li>❖ establish key performance indicators, track regular performance output with respect to set goals and take corrective actions</li> <li>❖ support team members in identifying, developing and implementing new ideas</li> <li>❖ direct the hiring, training, and performance evaluations of staff</li> </ul>
7	<p><b>Maintain and monitor integrity and ethics</b></p> <ul style="list-style-type: none"> <li>❖ refrain from indulging in corrupt practices</li> <li>❖ protect customer's information and ensure acquired information is not used for personal advantage</li> <li>❖ protect data and information related to business or commercial decisions</li> <li>❖ coordinate with regulatory authorities and assist in inspections and clearances</li> <li>❖ report any issues with regulatory compliance</li> </ul>
8	<p><b>Follow and monitor health, safety and security procedures</b></p> <ul style="list-style-type: none"> <li>❖ make note of all safety processes with reference to area of operation</li> <li>❖ ensure loaders / unloaders follow standard safety procedures while handling hazardous / fragile cargo and move only on the designated pathway</li> <li>❖ participate in fire drills</li> <li>❖ check if standard material handling procedure are being followed</li> <li>❖ check if cargo has passed security checks and report in case of any violation</li> </ul>



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<b>Paper Code : UB06CBVE52</b>	<b>Total Credit : 00</b>
<b>Title of Paper : On the Job Training Project Report-VI</b>	

<b>Unit</b>	<b>Description in Detail</b>	<b>Weighting (%)</b>
1	<ul style="list-style-type: none"><li>➤ The students have to undergone for internship/ on the job training under any Concerned Organization in the areas of QP/NOS</li><li>➤ A presentation as well as report has to prepared and presented for the viva-voce and submit it to the concerned faculty.</li></ul>	100%