

SARDAR PATEL UNIVERSITY
Master of Vocation (MVOC)
Export & Import Management
Semester II (CBCS)

To Pass: 1. At Least 40% Marks in the University Examination in each paper

2. At Least 40% Marks in the Individual Head of Passing

	Sr No.	Paper Code	Name of Paper	Credit	Internal	External
General component	1	PB02EIMG01	International Trade Mechanism	6	12/30	28/70
	2	PB02EIMG02	International Business Assistance	6	12/30	28/70
	3	PB03EIMG03	Export Import strategy	6	12/30	28/70
Skill component (Any Two)	1	PB02EIMS01	Export finance & Exchange control regulations	6	12/30	28/70
	2	PB02EIMS02	Export Incentives & Promotion	6	12/30	28/70
	3	PB02EIMS03	International Business Environment	6	12/30	28/70
Total				30	60/150	140/350



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MASTER OF VOCATION
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SEMESTER – II

Paper Code: PB02EIMG01	Total Credit: 6
Title of Paper: International Trade Mechanism	

Unit	Description in detail	Weighting (%)
1.	<u>REGIONAL ECONOMIC INTEGRATION(Trade Blocs) AND CO-OPERATION:</u> <ul style="list-style-type: none"> • Types of integration • European Union • Indo-Eu Trade • Economic Integration of Developing countries • Functional Areas of Cooperation • SAARC • SAPTA • INDO-LANKA free Trade Agreement 	25%
2.	<u>INTERNATIONAL COMMODITY AGREEMENTS,CARTELS AND STATE TRADING:</u> <ul style="list-style-type: none"> ➤ COMMODITY AGREEMENTS <ul style="list-style-type: none"> • Quota Agreements • Buffer stock Agreements • Bilateral/multilateral contracts ➤ CARTELS ➤ STATE TRADING <ul style="list-style-type: none"> • State trading in India • Reorientation of the Role • Canalisation 	
3.	<u>BALANCE OF PAYMENTS:</u> <ul style="list-style-type: none"> ➤ COMPONENETS OF BALANCE OF PAYMENTS <ul style="list-style-type: none"> • Current Account • Capital Account • Unilateral payments accounts • Official reserves Assets Accounts ➤ BALANCE OF PAYMENTS DISEQUILIBRIUM ➤ CORRECTION OF DISEQUILIBRIUM ➤ FINANCING OF BOP DEFICIT 	25%
4.	<u>INTERNATIONAL MONETARY SYSTEM:</u> <ul style="list-style-type: none"> • Pre-bretion woods period • Bretton woods system • Managed floating • EMU, ECU and EURO • Impact of EURO • Implication of EURO for INDIA. 	25%

Reference books

- Building an Import/Export Business- by Kenneth D. Weiss
- How Small business Trades Worldwide-by John Spiers
- Understanding Global Trade-by Elhanan Helpman
- International Trade and Port Logistics- by I.C.J. Veraart



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Paper Code: PB02EIMG02	Total Credit: 6
Title of Paper: International Business Assistance	

Unit	Description in detail	Weighting (%)
1.	<u>RISK MANAGEMENT:</u> <ul style="list-style-type: none"> • Concept, Principles, Process, Identification, Assessment • Risk treatments, Risk Avoidance • Process of Risk Management plan • Areas of Risk Management. • Case Study, Indian Scenario 	25%
2.	<u>EXPORT ASSISTANCE :</u> <ul style="list-style-type: none"> • Concept, Objectives, Importance, Export Promotion measures in India • Expansion of production • Export processing Zones, Eligibility criteria • Fiscal Incentives 	25%
3.	<u>MARINE INSURANCE:</u> <ul style="list-style-type: none"> • Meaning, Definition, Concept, Principle • Features, Types of Marine Insurance • Insurance claim, procedure • Documents for claims • Indian scenario 	25%
4.	<u>TRADE BARRIERS:</u> Meaning, Definition, Objectives, Types of tariff barriers Trade tariff, Government participation in trade Documentation, Case study Ad Valorem duty v/s Specific duty Indian scenario	25%

Reference books

- Global Trade Policy: Questions and Answers-by Pamela J. Smith
- The world that trade created-by Kenneth Pomeranz
- Rethinking International Trade-by Paul Krugman
- Export-import theory, practices, and procedures-by Belay Seyoum



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Paper Code: PB02EIMG03	Total Credit:
Title of Paper: Export Import strategy	6

Unit	Description in detail	Weighting (%)
1.	<u>FOREIGN MARKET ENTRY STRATEGIES:</u> <ul style="list-style-type: none"> • Licensing and franchising, Contract manufacturing • Management contracting • Turnkey contract, Wholly owned manufacturing facilities • Assembly Operations, Joint ventures, • Third-country location • Mergers and acquisition, Strategic Alliance • Countertrade 	25%
2.	<u>PRODUCT STRATEGIES:</u> <ul style="list-style-type: none"> • Business environment and product strategies • Product communication strategies • Globalization v/s Localization • Branding • Packing and Labelling 	25%
3.	<u>PROMOTION STRATEGY:</u> <ul style="list-style-type: none"> • Marketing environment and promotion strategies. • Factors influencing promotion strategies. • Promotion mix • Export promotion organisation • Trade fairs and exhibitions • Personal selling • Problems in International Promotion 	25%
4.	<u>PRICING STRATEGY:</u> <ul style="list-style-type: none"> • Factors affecting pricing • Pricing methods and approaches • Steps in pricing • Retrograde pricing • Export Price Quotations and incoterms 	25%

Reference books

- Customs Modernization Handbook
- Import/Export Business: Step-By-Step Startup Guide-by Mandy Erickson, Rob Adams, and Terry Adams
- Practical Guide on How to Start Export-Import Business: Unlock Your Future-by CA Shiva Chaudhari
- Management of International Trade-by Eun Sup Lee



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SEMESTER – II

Paper Code: PB02EIMS01	Total Credit:
Title of Paper: Export finance & Exchange control regulations	6

Unit	Description in detail	Weighting (%)
1.	<u>FOREIGN EXCHANGE AND EXCHANGE CONTROL:</u> <ul style="list-style-type: none"> • Foreign exchange market • Means of setting international transaction • Effects of exchange fluctuations • Factors affecting exchange rate fluctuations • Administrations of exchange restrictions • Effects of exchange restrictions • Exchange control regulations relating to Exports • Recent trends 	25%
2.	<u>MANAGEMENT OF RISK AND EXPORT FINANCING:</u> <ul style="list-style-type: none"> • Finance and export trade • Terms of credit in export trade • Types of letters of credit • Lending programmes for Indian companies • Lending programme for foreign governments companies and financial institutions. 	25%
3.	<u>CURRENT PATTERNS OF INDIA'S FOREIGN AND WORLD TRADE:</u> <ul style="list-style-type: none"> • Trends in India's foreign trade • Adjustment strategy • Direction of India's exports • Volume of trade various five year plans • Export processing zones 	25%
4.	<u>EXPORT MARKETING PLANNING AND STRATEGY FORMULATION:</u> <ul style="list-style-type: none"> • The information base for planning • Comparative marketing analysis and the international marketing information systems. • Plan for export marketing • Export marketing strategy • Micro Approach • Macro Approach 	25%

Reference books

- Export Controls: A Contemporary History-by Bert Chapman
- How to Import Wine: An Insider's Guide-by Deborah M. Gray
- World Trade- by Aaron Carr
- Being Global: How to Think, Act, and Lead in a Transformed World-by Gregory Unruh and Ángel Cabrera

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SARDAR PATEL UNIVERSITY
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SEMESTER – II

Paper Code: PB02EIMS02	Total Credit: 6
Title of Paper: Export Incentives & Promotion	

Unit	Description in detail	Weighting (%)
1.	<u>INCENTIVES FOR DEEMED EXPORTS:</u> <ul style="list-style-type: none"> • Meaning, categories of supply, benefits, process • General instructions for claiming Duty drawback and Refund • Application for incentives forms • Documents required • Indian scenario 	25%
2.	<u>INCENTIVES TO SMALL AND MEDIUM EXPORTERS :</u> <ul style="list-style-type: none"> • Concept, small Industries Development Corporation • Rebate duty process, Export process for Exempted Units • Process for Export of excisable goods under claim of Rebate • AR4 Form, Special process for acceptance of proof for inland export • Bank certificate, Indian Scenario 	25%
3.	<u>SPECIAL IMPORT LICENCES:</u> <ul style="list-style-type: none"> • Meaning, grant process, Application for licence, • Duty free Licence, Application for duty free licence • Advance Licensing, Third party exports • Bank guarantee form, Performa of form of application for Export-Import 	25%
4.	<u>EXPORT PROMOTION ORGANISATIONS:</u> <ul style="list-style-type: none"> • Concept, Objectives, Importance, Government policy • Indian trade promotion organisation, Indian Institute of foreign trade • Indian Institute of Packaging, Indian council of Arbitration • Federation of Indian Export Organisation • Chamber of commerce 	25%

Reference books

- International Business-by Rakesh Mohan Joshi
- International Business: Environments and Operations-by John D Daniels and Lee Radebaugh
- International Business: Competing in the Global Marketplace-by Charles W.L. Hill
- International Marketing-by Rakesh Mohan Joshi



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SARDAR PATEL UNIVERSITY
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SEMESTER – I

Paper Code: PB02EIMS03	Total Credit:
Title of Paper: International Business Environment	

Unit	Description in detail	Weight (%)
1.	International Business Evolution Drivers of Globalisation Influence, Stages of Internationalism Difference between Domestic and International Business Approach Modes of Entry Advantageous and Problems	25%
2.	International Business Environment Introduction Social and Cultural Environment Technological Environment Economic Environment Political Environment	25%
3.	Foreign Direct Investment Meaning International investment theories Factors Affecting FDI Reasons for FDI Costs and Benefits Trend Indian scenario	25%
4.	Multinational Corporations Definition and concepts Factors in favour of Growth of MNCs Merits and Demerits Control over MNCs Organisation Structure MNCs in India Challenges of MNCs in world	25%

Reference books

- How Nations Grow Rich: The Case for Free Trade-by Melvyn Krauss
- International Economics: Theory and Policy-by Paul Krugman
- The World Economy-by Ted Walther
- The political economy of the world trading system-by Bernard Hoekman



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