

DEVI AHILYA VISHWAVIDYALAYA, INDORE
BBA(FOREIGN TRADE) – 3 YEARS FULLTIME
CURRICULUM AND DETAILED SYLLABUS

First Semester

Semester I

Code List of Subjects

101	English
102	Basic Mathematics and Statistics
103	Business Laws
104	Global Business Communication and Public Relations
105	Introduction of Computers
106	principles of Business

First Semester

101 : ENGLISH

(Marks:100, Internal-30, External-70)

Course Objective

The objective of this course is to help the student to acquire proficiency in English for verbal and written communication.

Course Contents

1. Prose-Book :

2. English Language and Indian Culture

Lessons : Chapter 4,9,10, and 11

3. **Poem** :(i) On His Blindness : J. Milton

(ii) The Nobel Nature : Benjonsori

Novel : Lord of the Flies - William Golding

4. Grammar : Noun, Pronoun, Adjective, Verb, Adverb, Direct, Indirect, Narration, Construction of Sentences, Correction of Sentences.

Books

1. Thomson, A.J. and Martinet, A .V. (1986). Practical English Grammar. Oxford University Press. New Delhi.
2. Stanley Jones, English for Business Student.
3. Jones and Alexander, New International Business English (CUP).
4. Business Opportunities.

102 : BASIC MATHEMATICS AND STATISTICS

(Marks: 100, Internal-20, External-80)

Course Objective

The Objective of this course is to expose the students to various mathematical techniques used in foreign trade and to teach him the statistical tools needed for analyzing and interpreting business facts and graphic presentation.

Course Contents

1. Linear Algebra: Determinants, Row and Column Operations of Matrix, adjoint , Inverse, Cramer's Rule for Solving Simultaneous Linear Equations : Multiplication, Addition and Subtraction of Matrices.
2. (a) Interest Rate Mathematics : Day Count Fractions, Yield Concepts and the Bond Price Equation, Compounding Frequencies and Continuous Compounding, Bond Price-Yield Relationship, Yield Curve and Forward Rates.

(b) Exchange Arithmetic : Ready and Forward Exchange Rates.
3. Role of Statistics in Foreign Trade : Collection, Analysis and Interpretation of Primary and Secondary Data, Sampling Theory
4. Measurement of Central Tendency : Mean, Mode, Median, Geometric Mean, Harmonic Mean, Range and Standard Deviation.
5. Analysis of Business Chance and Relationship : Time Series and its Components, Theory of Linear Regression and Correlation.

Books

1. **J.J. Cox, Ingersc, A Theory of Term Structure of Interest Rates.**
2. Apte P.G. (2002). International Financial Management. New Delhi, Tata McGraw - Hill Publishing Company Limited.
3. Gupta, S.P. (1995). Statistical Methods. New Delhi, Sultan Chand and Sons.
4. Elhance, D.N., Elhance, V. and Aggrawal.B. M. (1999.) Fundamentals of Statistics. Allahabad, Kitab Mahal.
5. **Dick A. Leabe, Business Statistics.**
6. Jeevnandam, C. (2003). Foreign Exchange and Risk Management. New Delhi, Sultan Chand and Sons.

103: BUSINESS LAWS

(Marks:100, Internal-30, External-70)

Course Objective

The objective of this course is to give basic knowledge of important business and economic laws applicable to Indian business houses so that decisions are taken in the legal framework. Course Contents

1. (a) The Sale of Goods Act
(b) The Indian Contract Act
(c) Law of Agency
2. The Companies Act: Formation. Share Capital. Resolutions. Appointment and Remuneration of directors.
3. (a) The Monopolies and Restrictive Trade Practices Act.
(b) The Foreign Exchange Regulation Act.
4. The Negotiable Instrument Act.
5. The Partnership Act.

Books

1. Kapoor, N.D. (1995). Elements of Business and Economic Laws. New Delhi, Sultan Chand and Sons.
2. Sen, A.K. and Mitra, J.K. (1996). **Commercial Law Including Company Law and industrial Law.** Calcutta, The World Press Private Limited.
3. Kapoor, N.D. (1993). **Elements of Company Law.** New Delhi, Sultan Chand and Sons.
4. Shukla, M. C. (1994). **Merchantile Law.** New Delhi, Sultan Chand and Sons.
5. Kuchhal.M.C. (1995). **Business Law.** New Delhi. Vikas Publishing House Pvt. Ltd.

104 : GLOBAL BUSINESS COMMUNICATION AND PUBLIC RELATIONS

(Marks: 100, Internal-30, External-70)

Course Objective

The purpose of this course is to familiarise the students with the special terminology used in export import business and equip him with the expertise in writing global business letters concerning all aspects of foreign trade with the objective of developing exports and import business.

Course Contents

- 1. Objective of Export Correspondence:** Essentials of Successful Letters, Advantages of Export Correspondence - Building Confidence and Establishing Strong Trade Relations.
- 2. Terminology :** Meaning of Special Terms Used in Export and Import Business : Inco-Terms and Terms of Payment.
- 3. Market Reports :** Reading, Comprehending and Writing of Market Reports Relating to Export and Import of Different Goods.
- 4. Correspondence:** Practice in Writing of Business Letters Relating to all Aspects of Export and Import of Visible and Non-Visible Items : Filing and Indexing.
- 5. Public Relations :** Significance Art and Methods.

Books

1. Rathore, B.S.and Rathore, J.S. (1997). **Export Marketing**. New Delhi, Himalaya Publishing House.
2. Michael, V. P. (2001). **Communication and Research for Management**, Mumbai, Himalaya Publishing House.
3. Murphy, **Effective Business Communication**.
4. Sigband, Norman, **Communication for Business and Management**.
5. Rai, V.S. and Rai, S. M. Business Communication.

105 : INTRODUCTION TO COMPUTERS

(Marks:100, Internal-30, External-70)

Course Objective

The objective of this course is to familiarise the student with the basics of Computer Technology and its languages.

Course Contents

- 1. Evolution of Computers** : Computer Architecture, Basic Definitions Under Hardware and Software.
- 2. Memory** : FAM, FOM, FROM, EPROM, Hard Disk. Primary and Secondary Memory, Cache, Physical and Virtual Memory.
- 3. Number System** : Binary, Hex, Decimal, The Interconversions of Numbers, Boolean Algebra, I/O Devices and their Descriptions.
4. Configurations of PC/XT/AT Directory and Files. Programming Fundamentals, Flowchart, Algorithms, Introduction to MS DOS.
- 5. Application Packages** : Word-Processors, Spread-Sheet, DBMS, Statistical Packages, Graphics.

Books

1. Hunt.R. and Shelly, J. (1993). **Computer and Common Sense**. New Delhi, Printice Hall of India.
2. Sinha, P. K. **Fundamentals of Computer**.
3. Raja Rammana,V. (1994). **Fundamentals of Computer**. New Delhi, Printice Hall of India.
4. Spencer, W.I.R, **Dictionary of Computer**.
5. Karsinghan, B.W. and Ritchie, D.M. (1995). **The C Programming Language**. New Delhi, Second Edition.Printice Hall of India Pvt.Ltd.

106 : PRINCIPLES OF BUSINESS ADMINISTRATION

(Marks:100, Internal-30, External-70)

Course Objective

The objective of this course is to give an overview of major issues confronting Managers in the export-import business in the structuring of their organization and making optimal use of the resource to achieve the objective of the organization.

Course Contents

1. Meaning and Significance of Management Managerial Functions Evolution of Managerial Theories. Systems and Contingency Approaches to Management.
2. Planning and Decision Making Processes, Forecasting.
3. Organization Structure, Coordination, Group Dynamics, Delegation Line and Staff Relationship.
4. Motivation, Leadership, Communication and Organizational Behavior, Staffing, H.R.D.
5. Management Control Process and Techniques, Conflict Management, Dynamics of Change.

Books

1. Kooniz, H. and Wehsich, H. (1990). **Essentials of Management**. Singapore, McGraw Hill Publishing Company.
2. Drucker, Peter, **Practice of Management**.
3. Terry, G.R. and Franklin, S.G. (1994). **Principles of Management**. New Delhi All India Traveller Book Seller.

Second Semester

201 : PRINCIPLES OF MARKETING

(Marks: 100, Internal-30, External-70)

Course Objective

The purpose of this course is to develop in the student the capacity to understand the basic concepts of marketing related to marketing functions, marketing mix, marketing process, segmentation, distribution channels, pricing, promotion and problems.

Course Contents

1. Basic Concept of Marketing Functions, Marketing Environment, Marketing Mix and Marketing Management Process.
2. Market Measurement and Forecasting Techniques. Market Segmentation, Targeting and Positioning.
3. Product Line Decisions, New Product Development, Branding, Packaging, Product Mix, Product Life Cycle and Pricing Strategies.
4. Distribution Channel Management, Location of Warehouses and Physical Distribution Management.
5. Promotion of Products-Promotion Methods, Media Analysis, Promotion Budget, Media Effectiveness, Advertising.

Books

1. Philip Kotler (1999). **Principles of Marketing Management**, Prentice Hall of India, Millennium Edn. New Delhi.
2. Jha and Singh, **Marketing Management in Indian Perspective**, S.A.Sherlekar (1995). **Marketing Management**, Himalaya Publishing House New Delhi.
3. Chunawalla S.A. and Sethis K.C. (1999), **Foundations of Advertising : Theory & Practice** Himalaya Publishing House, New Delhi.
4. RustamS.Davare (1992). **Modern Marketing Management**, 7thEd., New Delhi.

202 : GLOBAL BUSINESS ENVIRONMENT

(Marks:100, Internal-30, External-70)

Course Objective

The objective of this course is to familiarise the students with the environment factors which have profound impact on export business and to explain how to adjust with changing macro-micro environmental situations.

Course Contents

1. Macro and Micro Environment, Environmental Change; Techniques for Environmental Analysis; Strategic Management.
2. Global Environment - Political and Economic Environment, Social and Technological Environment, Commercial Policy of Governments.
3. Challenges of Multinational Corporation - Problems and Benefits; Joint Ventures, Liberalization and Globalisation, Foreign Direct Investment.
4. Globalisation - Emergence of Global Marketing, Business Planning and Marketing Strategy, Environment Approach, Marketing Segmentation on a Global Scale.
5. International Financial Markets, Trends in World Trade and Problems of Developing Countries, Balance of Payment, Euro Currency, Transfer of Technology.

Books

1. Aswathappa, K. (2000). **Essentials of Business Environment**, Himalaya Publishing, New Delhi.
2. Cherunilam, F. (1999). **Business Environment**, Himalaya Publishing House, 8th Ed., New Delhi.
3. Chopra R.K., **Business Environment**.
4. Aswathappa, K. Legal Environment of Business.
5. IIFT, Government Grading in India and France.
6. Sherlekar, S.A. **Marketing Segmentation**.

203 : INTERNATIONAL TRADE THEORY

(Marks: 100, Internal-30, External-70)

Course Objective

The course aims at clarifying the conceptual background of foreign trade and explains the significance and benefits of global business operations.

Course Contents

1. Historical Perspective of International Trade, Significant and Benefits of Foreign Trade to the Nation and World at Large.
2. Theories of Internal Trade - The Classical Theories of Comparative Cost, Modern Theory of International Trade, Comparisons of Modern Theory with The Classical Theory.
3. International Product Life Cycle Theory, Theory of Oligopoly Applied to Direct Investment.
4. Paradox Trade Theory, Technology Gap Model, Preference Similarity Hypothesis.
5. Free Trade Vs. Protection.

Books

1. Rao, S. (2002). **International Business** : Text and Cases, Himalayas Publishing House, Mumbai.
2. Rathore, B.S. and Rathore, J.S. (1997). **Export Marketing**.Himalaya Publishing House, New Delhi.
3. Thakur, Devendra, **International Business**.
4. Sack Onkvisit and John J. Shaw (1998). **International Marketing Analysis and Strategies**, PHI, New Delhi.
5. Keegan, W.J. (2002). **Global Marketing Management**. Seventh Edition. Pearson Education, New Delhi.

204: ECONOMIC & COMMERCIAL GEOGRAPHY

(Marks:100, Internal-30, External-70)

Course Objective

The objective of this course is to acquaint the students to the economic and commercial situation prevailing in different nations of the world with whom India has trade relations or which could be emerging markets for export and import of goods.

Course Contents

1. Physical Geography of the World-Continents, Latitudes/Longitudes, Oceans, Trade Routes.
2. Economic and Commercial Geography of Important Trading Nations of
 - (a) Asia and Australia
 - (b) Africa
 - (c) Africa - North and South, Canada
 - (d) Europe

This will include a study of agriculture, forest and mineral resources, industrial infrastructure, ports and major items of export and import of different nations of each continent. The faculty will decide the names of the nations to be studied each year.

Books

1. Khanna K.K. and Gupta V.K. (2001), **Economic and Commercial Geography**, Sultanchand & Sons, New Delhi.
2. C.B. Mamoria, **Economic and Commercial Geography**, Sahitya Bhawan
3. J.W. Alaxender, **Economic Geography**, Prantice Hall
4. L.D. Stamp, **Commercial Geography**, Longman.
5. A. Loesch, **Economic Location**, Yale University.

205: FINANCIAL ACCOUNTING

(Marks:100, Internal-30, External-70)

Course Objective

The objective of this course is to help student acquire the ability to record business transactions according to modern methods of accounting and use accounting data as an aid to decision making.

Course Contents

1. Accounting Concepts, Double Entry System of Recording Transactions.
2. Recording of Transactions in Journal, Ledger, Cash Book, Sales Book, Purchase Book, Petty Cash Book, Recording of Bank Transactions and Bills of Exchange, Preparation of Bank Reconciliation Statement.
3. Preparation of Trial Balance, Trading and Profit and Loss Account and Balance Sheet.
4. Recording of Transactions in the Books of Company Relating to Issue, Forfeiture and Reissue of Shares, Debentures and Loans.
5. Depreciation and Reserves.

Books

1. Shukla and Grewal, **Double Entry Book Keeping**
2. R.R. Gupta, **Double Entry Book Keeping.**
3. Batliboi, J.R. **Double Entry Book Keeping**, Thirtieth Edition, The Standard Accountancy Publications Pvt. Ltd. Bombay.
4. R.R. Gupta, **Advanced Accountancy.**
5. Pickles, **Book Keeping.**
6. Lewis and Gillespie, **Foundation in Accounting.**

206 : FOREIGN LANGUAGE -I

(Marks:100, Internal-30, External-70)

Course Objective

This course has been included in the curriculum with the clear objective that a student should have exposure to one or two foreign languages as this will help him interact easily and effectively in a foreign country and communication barriers may be lifted.

Course Contents

1. Vocabulary : Meaning of Foreign Terms and Words. Equivalent English Terminology.
2. Translation : Translation of English Communication in Foreign Language and Vice - Versa.
3. Written Communication In Foreign Language : Student should be able to write communication in Foreign Language.
4. Verbal Communication : The student should develop ability to communicate verbally in Foreign Language.

Note

- (1) Any one foreign language will be taught for which facility is available in the Institute.
- (2) For Course Code MFT I - 906, MFT I student will choose second foreign language than the one he has already studied in course code MFT I - 206.

Books

1. Books will be prescribed by the teacher of foreign language/s taught in the Institute.

DEVI AHILYA VISHWAVIDYALAYA, INDORE
BBA(FOREIGN TRADE) – 3 YEARS FULLTIME
CURRICULUM AND DETAILED SYLLABUS

Third Semester

Semester III

Code List of Subjects

1. Export Import Policy and Authorities
2. Import Management
3. Export Procedure and Documentation
4. Export Finance
5. Import Finance
6. Foreign Trade Information System

Third Semester

301 : EXPORT - IMPORT POLICY AND AUTHORITIES

(Marks: 100, Internal-30, External-70)

Course Objective

The objective of this course is to familiarize the students with the export- import policy of the Government of India and to inform him about various authorities of the Government, export organization, commodity, boards and service institutions operation in the field of foreign trade.

Course Contents

1. Export-Import Policy : Historical Review and Current Export-Import Policy of the Govt. of India and its Implications.
2. Export-Import Licensing : Policy and Procedure.
3. Government Authorities : Department of Commrce, CCI&E, Cabinet Committee, Board of Zonal Advisory Committee, State Govt. Liaison Officers.
4. Commodity Organizations : Export Promotion Councils, Commodity Boards, TDA, ECGC, Trade Fair Authority, FIEO, EXIM Bank, DGCI&S, STC, MMTC etc.
5. Other Committees and Agencies: Drawback Committee, Freight Investigation Bureau, Railway Freight Committee, RBI, Customs and Central Excise Department, Central Warehousing Corporation.

Books

1. Varshney, R. L and Bhattacharya, (1996) International Marketing Management : An Indian Prespective. New Delhi, Nineth Edition. Sultan Chand and Sons.
2. Rathore, B.S. and Rathore, J.S. (1997). Export Marketing. New Delhi, Himalaya Publishing House.
3. Verma, and Agrawal Foreign Trade Management.
4. Verma, M.L. (1988). Foreign Trade Management in India. New Delhi, Vikas Publishing House Pvt. Ltd.
5. Sharma, R. Export Management.

302 : IMPORT MANAGEMENT

(Marks: 100, Internal-30, External-70)

Course Objective

The course aims at providing thorough grounding to the students about intricacies and complications of the import procedural formalities of incidental documentary requirements for conducting import trade.

Course Contents

- 1. Import Planning :** Determining Import Requirement, Detering the services of supply, Sources of Information, Computation and analysis.
- 2. Import Procedure and Documentation:** Import Regulation and Policy, Procedures and Documentation.
- 3. Import Procurement:** Global Tendering, Negotiated Procurement and Long- Term Contracting, Import Negotiations, Purchase Contract, Custom-Clearance, Import Under Counter Trade.
- 4. Import Logistics :** Choice of Transport, Cost-Benefits Analysis.
- 5. Risk Management :** Transportation and Transactional Exposure Risks, Insurance.

Books

1. Verma, M.L. (1988). Foreign Trade Management in India. New Delhi, Vikas Publishing House Pvt. Ltd.
2. Varshney, R. L. and Bhattacharya, (1996). International Marketing Management: An Indian Perspective. New Delhi, Ninth Edition. Sultan Chand and Sons.
3. Jain, N.K. (2001). How to Import. New Delhi, A Nabhi Publication.
4. Prabhakar Rao, International Business.
5. Devendra Thakur, International Business.
6. Govt. of India Exim Policy.

303 : EXPORT PROCEDURE AND DOCUMENTATION

(Marks: 100, Internal-30, External-70)

Course Objective

The course aims at imparting thorough grounding to the students about the intricacies and complexities of the export procedural formalities and related documentary requirements for conducting export business smoothly.

Course Contents

1. Significance of Export Documents : Type of Documents, Trade Documents, Regulatory Documents, Export Assistance, Documents, Foreign Documents.
2. Export Documents : Master Documents, One-Run Method, Principal Documents, Auxiliary Documents.
3. **Export Procedure** : Steps of Export Procedure, New Exim Policy and Simplification of Export Procedure.
4. **Banking Procedure of Export Documents** : Bill of Lading, Bill of Exchange, Certificate of origin, Marine Insurance Policy, Letter of Credit, GR-1 Form.

Documents for Claiming Export Assistance and Insurance Claims **Books**

1. **Handbook or Export Procedure**, Ministry of Commerce, Govt. of India.
2. **Standard Export Documents**, Federation of India Export Organizations.
3. Sharma, R, **Export Management**.
4. Rathore, B.S. and Rathore, J.S. (1997). **Export Marketing**. New Delhi, Himalaya Publishing House.
5. Jain, N.K. (2001). **How to Export**. New Delhi, A Nabhi Publication.

304 : EXPORT FINANCE

(Marks:100, Internal-30, External-70)

Course Objective

To focus on the acquisition of information about need and finance for exporters. **Course Contents**

- 1 . **Terms of Payment** : Payment in Advance, Open Accounts, Documentary Bills, Documentary, Credit Under L/C. Consignment Basis.
2. **Sources of Finance** : Short-Term Sources and Medium and Long-Term Sources of Finance, Schemes and Procedures.
3. **Preshipment Finance (Packing Credit)** : By Commercial Banks, Exim Bank Scheme, Scheme for Sub-Suppliers, Scheme for Deemed Exporters, PCFC.
4. **Postshipment Finance in Indian Rupees: By**
 - (i) Purchase of Export Bills.
 - (ii) Goods Sent on Consignment.
 - (iii) Undrawn Balance.
 - (iv) Retention Money.
 - (v) Claims of Duty Drawback, Negotiation of Exports Documents Draw Under L/C, Post Shipment Credit in Foreign Currency, External Commercial Borrowings.
5. **Exim Bank Finance** : Forfeiting Finance, Problems of Export Finance.

Books

- 1 . Witting D.P., **Finance of International Trade.**
2. Kettle, Brain, **Finance of International Business.**
3. Jeevnandam, C. (2003). **Foreign Exchange and Risk Management.** New Delhi, Sultan Chand and Sons.
4. Jain, N.K. (2001). **How to Export.** New Delhi, A Nabhi Publication.
5. Sharma, R. **Export Management.**

305 : IMPORT FINANCE

(Marks: 100, Internal-30, External-70) Course Objective

The Course focuses on the acquisition of information about the need about sources of finance for exporters.

Course Contents:

1. Payment of Imports: Bills Received Under a Letter of Credit, Foreign Inward Bills for Collection, Import Trust Receipt, Deferred Payment Imports, Cash in Advance, Open Account.
2. Short - Term Finance : Bankers Acceptance, Discounting Trade Draft-With Recourse and Without Recourse, Factoring.
3. Medium - Term Finance : Forfeiting Promissory Notes, Commercial Banks, The World Bank Group - IBRD, IFC, IDA, Regional Development Banks.
4. Finance by Government Agencies : Export - Import Bank.
5. Exchange Control Regulation : Foreign Currency Loans.

Books

1. Prabhakar, J.V. R. and Ranganandchary, A.V. International Business.
2. Jain, N.K. (2001). How to Borrow From Banking and Financial Institutions. New Delhi, A Nabhi Publication.
3. Jeevnandam, C. (2003). Foreign Exchange and Risk Management. New Delhi, Sultan Chand and Sons.

306 : FOREIGN TRADE INFORMATION SYSTEM

(Marks:100, Internal-30, External-70)

Course Objective

The objective of this course is to equip the students with a clear understanding of latest techniques of Management Information System and application in export-import business.

Course Contents

1. Introduction to Various Categories of Management Information Systems, Objective and Role of MIS.
2. Planning and Designing of MIS Systems in Relation to Marketing, Finance, Personnel and Foreign Trade : Decision Support System and Export System.
3. Problem of Implementation of MIS Systems - Cost - Benefit Analysis of MIS.
4. Office Automation.
5. Future Trends in MIS Relating to Foreign Trade.

Book : 1. Anthony, and Govindarajan, R. N. **Management Control System**

Forth Semester

401: QUALITY CONTROL, TQM, AND ISO-9000

(Marks:100, Internal-30, External-70)

Course Objective

The objective of the course is to highlight the significant of quality of the product exported as quality gives edge to the exporter in a competitive international market.

Course Contents

1. Need for Quality Control in Exports
2. Procedure of Quality Control : Commodities Covered Under the Quality Control and Preshipment Inspection, Export Inspection Agencies, Export Inspection Council, Quality Standards for Exports, System of Inspection, Pilot Test House, Voluntary Inspection, Fee for Inspection, Export-Worthy Certificate, Procedure for Handling Complaints.
3. Legal Provisions : Regarding Quality Control - Export (Quality Control and Inspection) Act, 1963, Quality Control as per New EXIM policy.
4. TQM
5. ISO-9000

Books

1. J.M. Juran, **Quality Assurance.**
2. UNCTAD/WTO, **ISO-9000 Quality Management Systems.**
3. M. Mahajan, **Statistical Quality Control.**
4. E.L. and Leavenworth, R.S. (1988). Grant, **Statistical Quality Control/** McGraw Hill, Inc., New York.
5. D.L. Shah, **Continuous Quality Improvement (Part I & II).**

402: MANAGEMENT OF RISKS AND SETTLEMENT OF CLAIMS IN FOREIGN TRADE

(Marks: 100, Internal-30, External-70)

Course Objective

The objective of this course is to make student aware of the various types of risks faced by global business house and explain to him the methods of managing risks and setting claims arising out of risks.

Course Contents

1. Type of Risks : Commercial Risks, Political Risks, Legal Risks, Cargo Risk, Credit Risk, Exchange Fluctuation Risk.
2. Managing of Risks : Marine Insurance Policy, Role of Export Credit and Guarantee Corporation in Covering Risks, Exchange Fluctuation Risk (Bid/Contract) Cover Scheme. Finance Guarantees, Overseas Investment Insurance.
3. Settlement of Claims
 - (a) Litigation
 - (b) Arbitration
 - (c) International Arbitration

Books

1. Varshney, R. L. and Bhattacharya, (1996). **International Marketing Management : An Indian Perspective**. Ninth Edition. Sultan Chand and Sons, New Delhi.
2. Rathore, B.S. and Rathore, J.S. (1997). **Export Marketing**. Himalaya Publishing House, New Delhi.
3. Verma and Agrawal **Foreign Trade Management**.
4. Sharma, R., **Export Management**.

403 : GLOBAL BUSINESS LAWS AND TAXATION

(Marks: 100, Internal-30, External-70)

Course Objective

The purpose of this course is to offer an opportunity to the student to understand the basic legal framework under which export and import business is conducted. The students are expected to know only those provision of laws which affect international trade.

Course Contents

Legal Environment : Need of Legal System, Multiplicity of Legal Environment, Jurisdiction in International Business Disputes, Legal Recourse in Resolving Disputes - Conciliation, Arbitration and Litigation.

Commercial Laws Within Country : Contract Act, The Sale of Goods Act, Arbitration Act, Patents and Trade Mark Act, Contracts of Affreightment, Insurance Laws, Foreign Trade (Development and Regulation) Act, 1992, MRTP Act, Foreign Exchange Regulation Act,

3. U.S. Laws Applicable in Host Countries : Foreign Corrupt Practices Act, National Security Laws, Anti-Trust Laws, Antiboycott Laws, Protection of Intellectual Property Rights.
4. Laws of Other Countries Relating to :
 - (a) Export Sales Contract
 - (b) Consultancy Service Contract
 - (c) Project Export Contract
 - (d) Product Liability Laws.
5. Taxation Laws : Laws Relating to Customs and Income-Tax, Avoidance of Double Taxation Agreements.
6. Bribery - Over Billing and Under Billing, Gray Markets, Green Marketing Legislation.

Books

1. Bare Acts relating to above Laws.

404 : PACKAGING AND DISTRIBUTION CHANNELS

(Marks:100, Internal-30, External-70)

Course objective

The objective of this course is to help student learn the essentials of packaging the goods export and export marketing channels.

Course Contents

1. Packing and Packaging : Distinction Between Packing and Packaging, Objective of Sound Export Packaging, Factors in Export Packaging, Solutions for Packaging Problems.
2. Marking and Labeling : Selection of Containers, Package Design, Packing List, Case Marking and Labelling.
3. Export Distribution Channels : Indirect Exporting - Selling to an Export House, Selling to Resident Buyers, Selling Through Overseas Import Houses, Direct Exporting - Built in Export Department Self Contained Export Department, Separate Export Company, Combination Export Manager, Joint Marketing Groups.
4. Selection of Channels : Factors Affecting Channel Decision - Product Characteristics, Consumer Factor, Middlemen Consideration, Company Factors, Environment Factors. Approaches to Channel Strategy Cavity, Push and Pull Approaches.
5. Distribution Channels In India : Comparative Assessment.

BOOKS

1. Varshney, R. L. and Bhattacharya, (1996). **International Marketing Management : An Indian Prespective**. NinethEdition. Sultan Chand and Sons, New Delhi.
2. Verma, M.L. (1988). **Foreign Trade Management in India**. VikasPublishing House Pvt. Ltd., New Delhi.
3. Rathore, B.S. and Rathore, J.S. (1997). **Export Marketing**. Himalaya Publishing House, New Delhi.
4. Cherunilam, F. (2004). **International Business** : Text and cases, Third Edition, Prentice - Hall India, New Delhi.
5. Sharma, R.;**Export Management**.

405 : TRANSPORTATION AND MATERIAL HANDLING IN FOREIGN TRADE

(Marks: 100, Internal-30, External-70)

Course Objective

The objective of this course is to give an exposure to the student about the system of transportation of goods and material handling adopted in export and import of goods so that the objectives of economy of cost of transportation and safety of goods could be achieved.

Course Contents

1. Transportation: Elements of Transportation System, Criteria of Choice, New Developments in Transportation.
2. Types of Transportation: Transportation by Ships, by Air, by Rail and by Inland Waterways - Merits and Demerits; Choice of Type of Transportation - Cost, Availability and Safety; International Freight Forwarders.
3. Documents for Transportation: Special Care in the Preparation of Documents of Transportation - Legal Requirements and Uses.
4. Warehousing: Needs, Types, Cost of Warehousing, Warehousing Facility in India, ET&T Marketing for Exporters of Electronics to U.S.A.
5. Material Handling: Packing Problem, Containers, Cargo Handling and Insurance of Goods in Transit.

Books

1. Onkvisit, S. and Shaw, J. J. (1998). **International Marketing Analysis and Strategies**, PHI, New Delhi.
2. Keegan, WJ.(2002). **Global Marketing Management**, Seventh Edition. Pearson Education, New Delhi.
3. Rathore, B.S. and Rathore, J.S.(1997). **Export Marketing**, Himalaya Publishing House, New Delhi.
4. Philip Kotler (1999). **Principles of Marketing Management**, Prentice Hall of India, Millennium Edn., New Delhi.

406 : COMPUTER APPLICATION TO FOREIGN TRADE - 1

(Marksr :100, Internal-30, External-70)

Course Objective

The objective of the course is to familiarise the student with IT enabled functioning of an export house.

Course Contents

1. Office Automation Equipments : Fax, E-Mail, Video Conferencing, Voice Mail, Answering Machines.
2. Features of Application Software's for Export Offices, Multi Currency Features in Export-Import Software's.
3. Multi Media Application in Export-Import-Functioning.
4. Case Studies in Role of Information Technology in Foreign Trade.
5. Concepts of Electronic Fund Transfer and Digital Currency.

DEVI AHILYA VISHWAVIDYALAYA, INDORE
BBA(FOREIGN TRADE) – 3 YEARS FULLTIME
CURRICULUM AND DETAILED SYLLABUS

Fifth Semester

Semester V

Code	List of Subjects
501	Advertising and Sales Promotion in Foreign Trade
502	State Trading in India
503	Thrust Product and Thrust Market
504	Global Market Research and Demand Forecasting
505	Computer Application to Foreign Trade – II
506	WORLD TRADE ORGANISATION

Fifth Semester

501 : ADVERTISING AND SALES PROMOTION IN FOREIGN TRADE

(Marks:100, Internal-30, External-70)

Course Objective

This course has been designed to train the student in the art of global advertising, media selection, sales promotion and developing sales force with the objective of enlarging export-import business. **Course**

Contents :

- 1. Global Advertising :** Global Market Segmentation and Advertising Strategy, Advertising Media, Selection of Media.
- 2. Media Planning and Analysis :** Tactical Considerations, Specific Media Information Media Limitations, Legal and Tax Consideration, Language Limitations, Cultural Diversity, Production and Cost Limitations, International Control of Advertising.
- 3. Sales Promotion :** Sales Management for Exports, Export Sales Organisation, Export Salesmen - Characteristics, Recruitment and Training, Routing of Salesmen, Foreign Language Skills, Sales Promotion Restrictions.
- 4. Advertising Agency :** Selecting Advertising Agencies.
- 5. Global Advertising and Branding**

Books

1. Keegan, W.J. (2002). **Global Marketing Management**. New Delhi, Seventh Edition. Pearson Education.
2. Rathore, B.S. and Rathore, J.S. (1997). **Export Marketing**. New Delhi, Himalaya Publishing House.
3. Cateora, PR. (1996). **International Marketing**. Chicago, Ninth Edition. Irwin.
4. Onkvisit, S. and Shaw J.J. (1998). **International Marketing : Analysis and Strategy**, 3rd Edition. New Delhi, Printice Hall of India.
5. Varshney, R. L. and Bhattacharya, (1996) **International Marketing Management : An Indian Prospective**. New Delhi, Ninth Edition. Sultan Chand and Sons.

502 : STATE TRADING IN INDIA

(Marks: 100, Internal-30, External-70)

Course Objective

The objective of this paper is to explain to the students the role played by State Trading organizations in India's foreign trade.

Course Contents

- 1. Rationale of State Trading:** Proper Functioning of Central Planning Mechanism as a Source of Revenue to Supplement Private Sector, Promote New Export Items, Price Stabilization.
- 2. Canalisation of Import :** Benefits - Advantage of Bulk Buying, Mopping of Excess Profits, Equitable Distribution ; Items Canalised; Role of State Trading Corporation.
- 3. Canalisation :** To Boost Exports, To Improve Unit Value Realisation, Eliminate Under - Invoicing, Improve Bargaining Power; Items Canalised; Role of State Trading Organisations.
- 4. State Trading Organisations:** STC, PEC, MMIC, MITCO, TTCL, Spices Trading Corporation Ltd.- Performance in Exports and Imports.
- 5. Problem and Future of State Trading in India :** Weaknesses of State Trading in Foreign Trade, Excessive Government Interference, Recent Policy Stance in State Trading, Future of State Trading in India.

Books

1. Verma, and Agrawal Foreign Trade Management.
2. Rathore, B.S. and Rathore, J.S. (1997). Export Marketing. New Delhi, Himalaya Publishing House.
3. Varshney, R. L. and Bhattacharya, (1996) International Marketing Management: An Indian Perspective. New Delhi, Ninth Edition. Sultan Chand and Sons.

503 : THRUST PRODUCTS AND THRUST MARKET

(Marks:100, Internal-30, External-70)

Course Objective

The objective of this course is to inform the student about the export of important commodities and services from India with a view to analyze the changing pattern of foreign trade and to develop new strategies of export.

Course Contents

This Course Emphasizes on the Study of the Following Sectors of Exports with Special Reference to Export Performance, Supply Base, Competitors, Marketing Strategies, Govt. Policy and Incentive :

1. Export of Agriculture and Agro Based Products.
2. Export of Animal and Sea - Based Products : Leather and Leather Products, Meal, Marine Products.
3. Export of Textiles, Jute and Garments.
4. Export Minerals, Gem and Jewellery, Chemicals and Drugs.
5. Export of Projects and Consultancy, Consumer Durables, Engineering Goods, Handicrafts etc.
6. Export of Software and Electronics.
7. Quality Control Standards and Inspection, TQM and ISO-9000.

Books

1. Export - Import Policy of Government of India.
2. Quality Control Act.
3. Balagopal. T.A.S. (1996). Export Management. Sixth Revised Edition. Mumbai, Himalaya Publishing House.
4. Rathore, B.S. and Rathore, J.S. (1997). Export Marketing. New Delhi, Himalaya Publishing House.
5. Koshy, Garment Exports.

504 : GLOBAL MARKET RESEARCH AND DEMAND FORECASTING

(Marks:100, Internal-30, External-70)

Course Objective

The objective of this course is to give conceptual and practical training to the students in conducting desk field research for export and import market of goods by collecting, tabulating, analysing and interpreting relevant data.

Course Contents

1. Need for Overseas Market Research : Information Required for Decision Making, Cost of Market Research, Consumer Research and Industrial Research.
2. Methodology: For Desk Research and Field Research: Designing and Testing of Questionnaire, Determining the Size of Sample, Planning of Time Frame, Planning Tour Plan, Arranging Institutional Help, Personal Interview, Telephone Interview Tabulation of Data, Analysis and Interpretation and Report Writing.
3. Overseas Market Research : Determining Research Objective, Area of Study, Time and Cost Involved, Data Collection: Demand Potential, Projections, Market Segment, Trading Parameters, Pricing, Payment Terms, Logistics, Media Promotion, Government Rules and Laws-Selection of Agents.
4. Demand Forecasting : Statistical Methods of Demand Forecasting.
5. Market Research Agencies and Sources of Information : National and Inter-nation

Book

1. Gupta, G.S. (1996). Managerial Economics. New Delhi, Tata McGraw-Hill Publishing Company Limited.

505 : COMPUTER APPLICATIONS TO FOREIGN TRADE - II

(Marks: 100, Internal-30, External-70)

Course Objective

The objective of this course is to produce advanced skills in computer area to be export-import office.

Course Contents

1. E-Commerce Enabled Export-Import: Tools, Advantages and Disadvantages.
2. Global Information Systems: Implementation Technology, Architecture of GIS.
3. Hardware Classification : Micro-Computers, Mainframes, Work Stations and Super Computers, Evolution of Personal Computer.
4. Information Technology Enabled Export: Import Supply Chain Management.
5. Case Studies in the area of MIS and DSS for Foreign Trade.

Books

1. Basandra, S.K. (1996). Computers Today. New Delhi, First Edition. Galgotia Publications.
2. Sinha, P.K. (1992). Computer Fundamentals. New Delhi, BPB Publications.
3. Senn. J.A. (1989). Analysis and Design of Information System. Singapore, Second Edition. McGraw-Hill Publishing Company.
4. Buckland, Total Quantity Management in Information Services.
5. Microsoft, Understanding Electronics Electronic Commerce.

506 : WORLD TRADE ORGANISATION

(Marks: 100, Internal-30, External-70)

Course Objective

The objective of this course is to make the students aware of the significance of WTO, its place in Global Trade environment and its effect on Indian Business.

Course Contents

- 1. History of WTO** : Origin and Development, Tokyo Round, Uruguay Round, Overview of GATT, Difference Between GATT and WTO.
- 2. Organisation Structure of WTO**, Scope and Functions, Decision Making, Entry Norms, Gains to World Trade from WTO.
- 3. WTO - General Principles** : Most Favoured Nation (MFN) Treatment, National Treatment, Tariffs, Technical Barriers to Trade Sanitary and Phyto Sanitary Measures, TRIPS and TRIMS.
- 4. Trade in Goods and Services** : Effect of WTO on Specific Sectors Like Agriculture, Textiles and Clothings, General Agreement on Trade in Services.
- 5. India and WTO** : Effect of WTO on India.

Books

1. Bhagirathi Lai Das, **The World Trade Organization - A Guide to the Framework for International Trade.**
2. Gopalsamy, N., **GATT/WTO TRIPS, TRIMS and Trade in Services.** New Delhi, BPB Publications.
3. Goyal, A. (2001). **WTO in New Millennium.** New Delhi, Academy of Business Studies. MVIR DC World Trade Centre.
4. Gupta, K.R., **World Trade Organization.**
5. Krueger, A. O., **The WTO as an International Organization.**

Sixth Semester

601: EXPORT INCENTIVES AND INSTITUTIONAL SUPPORT

(Marks: 100, Internal-30, External-70)

Course Objective

The objective of this Course is to familiarize the students with various types of incentives provided by the government for promotion of exports and give information about institutions established to support exports from India.

Course Contents

1. Export Incentives : Need for Incentives, Forms of Incentives.
2. New System of Export Assistance
 - (i) Market-Based Exchange Rate
 - (ii) Fiscal Concessions: Take Concessions, Methods of Calculation of Export Profits.
 - (iii) Facilities Under EXIM Policy: 5 Year Duration of Policy, Direction of Imports into Three Categories, EPCG Scheme, Duty Exemption Scheme, Advance Licenses, Special Imprest License, Pass Book Scheme.
3. Incentives to Trading Houses : Export Houses, Trading Houses, Star Trading Houses, Superstar Trading Houses.
4. Other Facilities : Free Trade, Zones, 100 Percent Export-Oriented Units, Assistance for Reducing the Price Disadvantage, Assistance in the Area of Marketing, Export Finance, Insurance of Risk, National Award.
5. Institutional Support : Department of Commerce Commodity Organisations, Service Institutions, Indian Council of Arbitration, Export Corporations. Trade Representatives Abroad, RBI, Warehousing.

Books

1. Rathore, B.S. and Rathore, J.S. (1997). **Export Marketing**, Himalaya Publishing House, New Delhi.
2. Verma, M.L. (1988). **Foreign Trade Management in India**. Vikas Publishing House Pvt. Ltd., New Delhi.
3. Varshney, R. L. and Bhattacharya, (1996). **International Marketing Management : An Indian Perspective**. Ninth Edition. Sultan Chand and Sons, New Delhi.
4. Jain, N.K. (2001). **How to Export**. A Nabhi Publication, New Delhi.

602 : NEW TECHNIQUES IN MULTINATIONAL MARKETING

(Marks:100, Internal-30, External-70)

Course Objective

The objective of this course is to provide detailed information about the development of new techniques of foreign trade in the light of ongoing changes in the world economy.

Course Contents

1. Need for New Techniques: Multinational Marketing, Regional Grouping, Regulation of Foreign Exchange, Changing World Order, Uruguay Round.
2. New Techniques
 - (a) International Sub-Contracting
 - (b) Joint Ventures and Foreign Collaboration
 - (c) Wholly owned Subsidiaries
 - (d) Counter Trade Arrangements
 - (e) Free Trade Zone
 - (f) Regional Grouping
 - (g) International Control System
 - (h) Export Oriented Units
 - (i) Mergers and Acquisitions
 - (j) Strategic Alliance
 - (k) Turnkey Contracts

Books

1. UNCTAD, **Export Policies in Developing Countries.**
2. IMF Annual Report, **Exchange Restriction.**
3. UNCTAD, **Trade Relation among countries having different economies and social system.**
4. Varshney, R. L. and Bhattacharya, (1996). **International Marketing Management : An Indian Perspective**, Ninth Edition. Sultan Chand and Sons, New Delhi.
5. Shrivastava, R.M., **International strategic Management.**

603 : FOREIGN EXCHANGE AND EXCHANGE CONTROL

(Marks: 100, Internal-30, External-70)

Course Objective

The objective of this Course is to explain to the student the role of foreign exchange, effects of exchange fluctuations, and exchange control regulations in relation to foreign trade.

Course Contents

1. Foreign Exchange : Meaning and Need of Foreign Exchange, Significance as Means of Setting International Transactions.
2. Exchange Rate Fluctuations : Factors Affecting Exchange Rate Fluctuations; Effect of Exchange Fluctuations - Influence on Price Levels, Risks Involved; Means of Protection of Interest Risk Management.
3. Exchange Control : Direct Govt. Intervention; Foreign Exchange Restrictions for Importers and Exporters in India Effects of Exchange Restrictions.
4. Exchange Rate of Rupee : Vis-a-Vis Selected Currencies of the World Recent Trends, Exchange Markets and RBI.
5. Devaluation : Meaning and Effects of Devaluation; Devaluation V-Quantitative Restrictions; Devaluation of Rupee in Recent Times and its Impact on Foreign Trade.

Books

1. Verma, and Agrawal, **Foreign Trade Management**.
2. Rathore, B.S. and Rathore, J.S. (1997). **Export Marketing**, Himalaya Publishing House, New Delhi.
3. Jeevanandan, C. (2002). **Foreign Exchange : Practice, Concepts & Control**. Sultan Chand & Sons, New Delhi.
4. Velayudhan, T.K. (1998). **Foreign Trade : Theory and Practice**, Wheeler Publisher, New Delhi.
5. Apte, P.G., **International Financial Management**, Tata McGraw Hill, New Delhi.

604: FOREIGN COLLABORATION AND MULTI NATIONALS

(Marks:100, Internal-30, External-70)

Course Objective

The objective of the course is to study the role and contribution of foreign collaborators like Multinationals, Joint Ventures and foreign investors in India's foreign trade during recent years.

Course Contents

1. Foreign Collaboration: Meaning, Nations Participating, Areas of Operation, Merits and Types.
2. Joint Ventures: Nature of Joint Venture, Merits and Demerits, Types of Joint Ventures - Foreign Joint Ventures in India and Joint Ventures Abroad. Role in Indian Foreign Trade.
3. Multinational Corporation: Definition of MNC, Dominance in World Trade, Merits of Mncs, Demerits, Multinationals in India, Reasons for the Growth of Mncs. Regulation of Mncs.
4. Consultancy and Overseas Projects: Export and Import of Invisibles Items of Foreign Trade.
5. Problems of Mncs : Problems to Mncs and Problems From Mncs.

Books

1. Rathore, B.S. and Rathore, J.S. (1997). **Export Marketing**, Himalaya Publishing House, New Delhi.
2. Varshney, R.L. and Bhattacharya, (1996). **International Marketing Management : An Indian Perspective**, Ninth Edition. Sultan Chand and Sons, New Delhi.
3. Devendra Thakur, **International Business**.
4. **Rao P.S., International Business : Text & Cases**.
5. Cherunilan, F., **International Business**.

605: EXPORT PRICING AND PRODUCT PLANNING

(Marks: 100, Internal-30, External-70)

Course Objective

The objective of the course is to develop conceptual clarity about pricing of exports and product planning so that proper pricing and product decisions could be made.

Course Contents

1. Factors in Pricing Decisions : Price and Non-Price Factors in International Marketing.
2. Methods of Pricing : Cost Oriented Pricing, Market Oriented Pricing, Impact of Contract Conditions on Pricing, Differential Export Pricing, International Dumping, Management Philosophy.
3. Price Strategies : Market Penetration Strategy, Probe Pricing Strategy, Follow the Leader Strategy, Skim and Cream Pricing, Differential Trade Margin Strategy, Standard Export Pricing Strategy, Cheaper Price for Equipment and Higher Price for Spares Strategy.
4. Product Planning : Product Adaptation, Factors Affecting Design Changes, Product Life Cycle, Standardisation.
5. Marketing and Packaging : Rules as to Marking, Labeling, Requirements of Interested Parties, Factors to be Considered in Packaging.

Books

1. Verma and Agrawal, **Foreign Trade Management.**
2. Kravis and Lipsey, **Price competitiveness in World Trade.**
3. International Trade Centre, **Sources of Commodity and Product price information.**
4. Varshney, R. L. and Bhattacharya, (1996). **International Marketing Management : An Indian Perspective.** Ninth Edition. Sultan Chand and Sons, New Delhi.
5. Rathore, B.S. and Rathore, J.S. (1997). **Export Marketing,** Himalaya Publishing House, New Delhi.

606 : PROJECT REPORT

Course Objective

The objective of this course is to develop the ability of the student to collect data, interview people, design questionnaire, interpret and write a report about his investigation and working during summer training/implant training.

Course Content

The project report should be in the nature of information feed-back about what the student has observed while working in a factory during summer/ winter training. It should be a factfinding study either about the whole organization or confined to the export-import activities of the organization or any other aspect of foreign trade. The Project Report should mention in the not more than ten pages about the theoretical or conceptual aspect of the topic/subject. Long history of the 'Organization, excessive photographs should be avoided. Under no circumstances the Project Report should be a reproduction from any other Project Report/Research Project of this Institute or of any other Institute.

The Project report should be written under the guidance of the faculty of the Institute. However, there can be co-guide from the industry or Export organization. Before submission it should bear a certificate from the guide about satisfactory work. The Project Report should be of 50 to 60 pages.

The student should submit the Project Report at least one week before the beginning of the University examination of the concerned semester.