

# VEER NARMAD SOUTH GUJARAT UNIVERSITY

## **B.E. IV (TEXTILE PROCESSING) Semester -VIII** **TT - 805    IMPORT EXPORT MANAGEMENT**

| <b>Teaching Scheme :</b><br>(No. Of Contact Hrs.) |      |        | Theory Exams   |       | Prac./Quiz/Viva/Exam |                    |           | <b>Grand Total</b> |
|---|------|--------|----------------|-------|----------------------|--------------------|-----------|--------------------|
| Theory  | Tut. | Pract. | Duration (Hrs) | Marks | Tut.                 | Cont.Int Evauation | Sem. exam |                    |
| 3   | 1    | -      | 3              | 100   | 25                   | -                  | -         | <b>125</b>         |

### **Theory:**

1. Introduction to International Business :
  - Basis of International Trade.
  - Instruments of Trade : Tarrif / Quotas/ Exchange Control / Exchange Rate.
  - Balance of Payment & Balance of Trade.
  - International Economic Environment : Legal / Cultural / Political / Technical
  - International Economic Organisation : IMF / IBRD / UNCTAD / WTO
2. India's Export - Import Frame Work :
  - Export - Import policies ( EOU / EPZ / Licensing )
  - Promotions and Regulations
  - Institutional set-up for Export Promotions
  - Channelisation , STC, MMTC
  - Export Finance, Export Procedure
  - Trends in India's Foreign Trade
3. International Marketing Strategies :
  - Overseas Market Research, Strategy for Entry
  - Identification and selection of product
  - Market Planning
  - Pricing for International Marketing
  - Channel of Distri bution, Trade Blocks.

### **References :**

1. Y.K.Bhusan : Fundamentals of Business Organistion & Management, 13th edition, 1994, Sultan Chand & New Delhi.
2. B.S. Rathore & J.S. Rathore- Export Import management Himalaya Publishing House, Bombay-1993
3. T.A.S. Balgopal- Export Management Himalaya Publishing House, Bombay-1993
4. R.L.Varshney & B. Bhattacharya--  
International Marketing Management & Indian Perspective.  
Sultan chand & Sons, New Delhi-1994