

# VEER NARMAD SOUTH GUJARAT UNIVERSITY

## SCHEME OF TEACHING

Semester - VIII

B. E. IV (TEXTILE PROCESSING)

TP - 805, IMPORT EXPORT MANAGEMENT

Teaching Scheme			Theory Exam		Practical/Quiz/Viva Exam			Grand Total
(No. Of Contact hr.)			Duration (hr.)	Marks	Tutorial	Sem. End Exam	Cont. Int. Evaluation	
Theory	Tut.	Pract.						
3	1	-	3	100	25	-	-	125

### Theory

#### 1. Introduction to International Business :

- \* Basis of International Trade
- \* Instruments of Trade : Tariff / 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
- \* Canalisation, 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 Distribution, Trade Blocks

### References :-

01.	Fundamentals of Business Organisation & Management	Y. K. Bhusan
02.	Export Import management Himalaya Publishing House	B. S. Rathore & J. S. Rathore
03.	Export Management Himalaya Publishing House	T. A. S. Balgopal
04.	International Marketing Management & Indian Perspective	R. L. Varshney & B. Bhattacharya