

VEER NARMAD SOUTH GUJARAT UNIVERSITY



**DIPLOMA IN
INTERNATIONAL BUSINESS (DINB)
(2006-2007)**

(10+2)

PAPER-I
INTERNATIONAL BUSINESS THEORY AND PRACTICE

PAPER-II
GLOBAL TRADE ENVIRONMENT

PAPER-III
EXPORT IMPORT PROCEDURES OF DOCUMENTATION

PAPER-IV
MARKETING MANAGEMENT: CONCEPTS AND ANALYSIS

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PAPER-I
INTERNATIONAL BUSINESS THEORY AND PRACTICE

Objectives: To Provide exposure of theoretical foundations of international business/ International Marketing.

COURESE INPUT :

1. Introduction : Basic concept and decision frame-work, Analysing marketing information and marketing opportunities, modes of entering international markets (Indirect exporting, direct exporting, selling through overseas import houses)
2. Product Planning and Pricing:
 - (a) Need for Product planning, PLC in international marketing, Product Policies, Distribution channels systems, types of Intermediaries, Pricing decisions (Exporters costs, Pricing Objectives, Factors affecting Pricing, Pricing Methods)
 - (b) Promotion: Marketing environment and promotion strategies, Major decisions in international marketing communication, communication mix
3. Role of export promotion organization trade fairs and exhibitions, personnel selling in international marketing.
4. Process and Techniques : International marketing process and techniques, direct exporting, indirect exporting, counter trade, Licensing, sub Contracting, Joint Ventures – EPRG, Frame Work.
5. Organization and Control of International Marketing Operations:
International tendering procurement for exports, export information system.

Note : Weightage to each topic will be equal.

REFERENCE :

- (1) International Marketing Management
Subash, C.Jain, by CBS Publishing and distributors, New Delhi.
- (2) International Business
Thakur, by International Book House, Delhi.

(3) International Trade and Export Management, Francis, Cherunilam by Himalaya Publishing House.

IIFT : Case in International Marketing, India Express, New Delhi.

GATT: General Agreement On Tariffs and Trade.

WTO : World Trade Organization

UNCTAD: United Nations Conference on Trade and Development.

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PAPER-II
GLOBAL TRADE ENVIRONMENT

1. Introductions : Basic of International Trade, Prospects of world trade, Balance of Payments (deficit in Balance of Payments, Changing Balance of Payments, Balance of Payments equilibrium, Adjustment of Balance of payments under the Gold Standard) Economics development and Foreign Trade (Benefits of Foreign Trade and various Alternative Strategies of economic growth) International monetary system and Financial Markets.
2. International Socio-Economics Environment and System: Regional economic groupings, GATT, UNCATD, and WTO, Bilateralism v/s Multilateralism, Commodity Agreement and Commodity Markets, Cultural Dynamics and Major Trading Blocks NAFTA (Northern Americans Free Trade Agreements 1 Jan,1994) EEC EFTA etc.
3. India's Foreign Trade : Role of State Trading in India's Foreign Trade, Export Oriented Units. Exports of Projects and Consultancy services. Free trade zones in India. Major exports- Import Financing institutions, Foreign Collaboration and Joint Ventures.
4. Multinational : Their Role in International Marketing, Increasing role of MNC's, Benefits of MNC's, Disadvantages of MNC's Regulation of MNC's.
5. International Economic Co-operation : Foreign Investment, Foreign Aid, Technology Transfer and International Trade. Economic Co-operation among developing countries, Migration of skilled and unskilled Labour.

Note : Weightage to each topic will be equal.

REFERENCE :

1. International Economics theory and Practice by D.M.Mithani, of Himalaya Publishing House, Delhi.
2. International Business with Asian Countries by R.C.Bhatia of Deep & Deep Publication Ltd.New Delhi.
3. The Global Business Game by Sindhvani of Mcmillan India Ltd.,New Delhi.
4. International Marketing Management by R.L.Varshney & B.Bhattacharya of Sultanchand sons., New Delhi.
5. International Marketing by Frnacis Cherunilam of Himalaya Publishing House, Dehli.

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PAPER-III
EXPORT IMPORT PROCEDURES OF DOCUMENTATION

Objective : To give knowledge of Import Export Activities

1. Introduction: Export Documentation, Foreign Exchange Regulations, ISO 9000 Series and other Internationally accepted Quality Certificate, Quality Control and Pre-shipment Inspection, Export Trade Control, Marine Insurance Commercial Practices.
2. Export Procedure : General Excise clearance, Customs Clearance, Role of Clearing and Forwarding agents Shipment of Export Cargo, Export Credits, Export Credit Gurantee and Policies, Forward Exchange Cover, Finance for Export on Deffered Payment terms, Duty Drawbacks.
3. Import Procedures : Import Licensing Policy, Actual User Licensing, Replenishment Licensing, Import export Pass-book, Capital Goods Licensing, Export Houses and Trading Houses.
4. Special Issues: Export by Post Parcel and by air, GSP certificate of Origin, Custom Clearance of Import cargo, Documents prescribed by Importing Countries, Standardized export documents, Packaging
5. Import Management in a developing Economy: Foreign Exchange Budgeting, Import Procurement methods, Import Financing, Purchase Contract, Import Under Counter Trade, Monitoring and followup of Import Contracts.

Note : Weightage to each topic will be equal.

REFERENCE :

1. Govt. of India : Hand Book of Procedures, Import and export Promotion, New Delhi.
2. R.L.Varshney & Bhashyam S. “ International Financial Management, An Indian Prespective, Sultanchand and Co., New Delhi.
3. R.L.Varshney and B.Bhattacharya, International Marketing Management.
4. Rathod, Rathor and Jani : “International Marketing, Himalaya Publishing House, New Delhi.
5. Export-Import Manual, Nabhi Publication, New Delhi.

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PAPER-IV

MARKETING MANAGEMENT: CONCEPTS AND ANALYSIS

Objective : To offer an Understanding of various Concepts of Marketing and Their

1. Marketing Concepts: Marketing Mix, Marketing Environment, Market Segmentation Product and Pricing decisions. Promotion decisions and distribution channels.
2. Marketing Research and its Techniques: Meaning, Scope, Importance, Process and Types of Research, Types of data and Its Collection Methods.
3. Marketing Organizations : Controlling of Marketing Organizations, Social, Ethical and Legal Aspects of Controlling
4. Marketing of Consultancy Services : Characteristics of Service Marketing, Marketing of Insurance Services, Shipping Service and Air Service Marketing, Marketing for non profit Organisations, Restrictions on Marketing of Services.
5. Overseas Market Research : Need for Marketing Research, Information requirements, Domestic V/s International Market Research and its Cost, Procedure for Overseas Market Research.

Note : Weightage to each topic will be equal.

REFERENCE :

1. Stanton, William J.and Futroll : Fundamentals of Marketing, McGraw Hill Publishing Co., New Delhi.
2. R.L.Varshney and S.L.Gupta : Marketing Management – An Indian Perspective, Sultanchand & Sons, New Delhi.
3. D.D.Sharma : Marketing Research Principles, Applicationas and Cases Sultanchand & Sons, New Delhi.
4. International Marketing Management, by R.L.Varshney and B.Bhattacharya.
5. Marketing Management by Philip Kotlar, Practice- Hall of India, New Delhi.