

VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT
GLOBAL BUSINESS MANAGEMENT

Objectives:

The basic objective is to acquaint the students with

1. The international environment and decision making
2. To learn about India's exports, export-policy, procedures, documentation
3. To understand International business operations
4. To acquaint about Foreign Exchange Market

Contents:

1. International Marketing Definitions Concepts and Settings
2. India and World Trade
3. Direction and Quantum of India's Export and Import
4. India's Export-Import Policy
5. Institutional Infrastructure for Export Promotion
 - Export Promotion Councils
 - Commodity Boards
 - Public Sector Agencies
 - Export Credit and Guarantee Corporation of India (ECGC)
 - India Trade Promotion Organisation (ITPO)
 - Export Import Bank of India (EXIM)
 - Indian Institute of Packaging (IIP)
 - APEDA, MEPDA
6. Export Procedure and Documentation
 - Registration of Exporters
 - Export Quotations
 - Producing and Clearance of Goods for Exports
 - Shipping and Transportation
 - Insurance
 - Negotiation of Documents
7. Export Finance
 - Instruments of Payments
 - Open A/C
 - Bill of Exchange
 - Letter of Credit
 - Factoring and Forfeiting
 - EXIM Bank
8. Export Pricing
 - Pricing Methods
 - Inco-Terms
9. Project Exports
 - Export Tendering
 - Long and Medium Term Export Projects

- India's Performance
- 10. Export Packaging and Labeling
- 11. Problem of Indian Export and Import
- 12. Foreign Exchange Markets
 - Spot Rate
 - Forward Rate
 - Hedging
- 13. Various Forms of International Business
- 14. International Marketing Mix
 - Identification of Markets
 - Product Policy
 - International Product Life Cycle
 - Promotional Strategy
 - Pricing and Distribution Strategy
 - Strategic Marketing Plan
 - Sources of information for International data
- 15. International marketing Intelligence
- 16. Restrictive Trade Practices
- 17. Counter Trade and Global Sourcing
- 18. Risk in Foreign Trade and management
- 19. Legal Dimension of International marketing

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