



SWAMI RAMANAND TEERTH MARATHWADA UNIVERSITY, NANDED

Faculty of Commerce & Management

Name of the Programme:

Bachelor of Commerce (Foreign Trade Practices & Procedures)

Programme Code: B.Com.S.Y. (F.T.-V) Sem-III

Choice Based Credit System (CBCS Pattern)

W.e.f.2020-21

Curriculum of

B.Com. Second Year (FT-V) Effective from Academic Year 2020-21

Title of the Paper: BASICS OF FOREIGN TRADE & INTERNATIONAL MARKETING

Objectives:

- To familiarize the students with the basic principles of foreign trade and the environment in which foreign trade takes place.
- To aware the students with the nature and scope of international marketing as also the four Ps of International Marketing

Unit I: Basics of Foreign Trade: (8 Periods)

Introduction, Need and Importance of Foreign Trade, Essential documents in Foreign Trade, Limitations of Foreign Trade.

Unit II: Globalization & its Drivers: (15 Periods)

Concept of Globalization, Features, Process, Drivers of Globalization, Foreign Direct Investment (FDI) - Concept, Factors affecting on FDI, Advantages & Disadvantages of FDI, Impact of Globalization on Indian Economy

Unit III: Export Product Planning: (10 Periods)

Modes of entry in Foreign Market, Steps in New Product Development Process, Product Life Cycle, Product Mix, Product Branding, Product Packing & Labelling.

Unit IV: International pricing strategy- (10 Periods)

Concept of International Pricing, Pricing objectives, Factors affecting international pricing, Government interference, pricing process and methods, International price quotations and payment conditions.

Unit V: International Marketing - (11 Periods)

Meaning, Nature & Objectives of International Marketing, importance international marketing International Marketing vs. Domestic Marketing, Problems in International



Marketing,
Suggested Readings:

1. Bhattacharya, B., Export Marketing Strategies for Success, Global Business Press, New Delhi, 1991.
2. Cateora, Phillip R. and John L. Graham, International Marketing, 10 th ed., Irwin McGraw Hill, Boston, 1999.
3. Jain, Subash C., International Marketing Management, 6th ed., South Western College Publishing – International Thompson Publishing Company. Cincinnati, 2004.
4. Fair-weather, John International Marketing, Prentice Hall of India Private Ltd., New Delhi.
5. Kotabe, Masaaki and Kristiaan Helsen, Global marketing Management, 2nd ed., John Wiley & Sons, 2001.
6. Keegan, W., Global Marketing Management, Prentice -Hall, Englewood Cliffs 1995.
7. Onkvist, S. and J.J.Shaw, International Marketing; Analysis and Strategy, Prentice Hall, New Delhi, 1995.
8. Terpstra, V. and R. Sarathy, International Marketing, 8th ed., Harcourt Asia PTE Ltd., Singapore, 2005.





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Curriculum of

B.Com. Second Year (FT-VI) Effective from Academic Year 2020-21

PAPER: FOREIGN TRADE FINANCING & PROCEDURES-I

Course Objectives:

- To familiarize the students with the various methods and procedure of foreign trade, financing, foreign exchange, rates, costing and pricing for exports and the various institutions involved in export finance.
- To aware the students with the position of India's foreign trade, Import and export policies and various export promotion measures adopted by the Government.

Unit I: International Finance (14 Periods)

Import & Export Credit by Commercial Banks, Methods of international payments, Pre-shipment and post-shipment finance, Exim Bank of India- Objectives and functions, Letter of credit (L/C), Parties to the L/C, Kinds of L/C

Unit II: Foreign Exchange (12 Periods)

Foreign exchange market and its functions, Methods affecting international payments, Balance of payments theory, Reasons behind fluctuation in exchange rates, Foreign Exchange Management Act

Unit III: International Economic Institutions (12 Periods)

- International Monetary Fund- Objectives, Functions, Organizational Structure
- World Bank-Objectives, Functions, Organizational Structure
- World Trade Organization - Objectives, Functions, Principles

Unit IV: Foreign Trade Policy 2015-20 (6 Periods)

Provisions of Foreign Trade policy 2015-20, its objectives and Main highlights,



Unit V: Regional Economic Co-operations:- (10 Periods)

SAARC-South Asian Association for Regional Co-operation

ASEAN-Association of South East Asian Nations

NAFTA- North American Free Trade Agreement

EU-European Union

Books Recommended:

1. Bhole L.M.: Financial Markets and Institutions; Tata McGraw-Hill, New Delhi.
2. Avadhani, V, A.: International Finance: Theory and Practice, Himalaya Publishing House, Delhi.
3. Chaudhari, B. K. : Finance of Foreign Trade and Foreign Exchange, Himalaya Publishing House, Delhi.
4. Sundharam, K.P; M. : Money, Banking and International Trade, Sultan Chand & Sons, New Delhi.
5. Sethi, T. T.: Money, Banking and International Trade, S. Chand & Co., New Delhi.
6. Jain: International Financial Management, MacMillan India Ltd., New Delhi.
7. Verghese, S.K. : Foreign Exchange and Financing of Foreign Trade, Vikas Publications, New Delhi.
8. Adhikary, Manab : Global Business Management, MacMillan, New Delhi.
9. Buckley, Ardin : The Essence of International Money, Prentice Hall of India, New Delhi.
10. Tayeb, Monis H : The Global Business Environment - An Introduction, Sage Publication, New Delhi.
11. Parvez Asheghian and Bahman Ebrahim : International Business; Harper Collins, London.
12. Buckley, Adrian: Multinational Finance, Prentice Hall of India, New Delhi. —
13. Eitman, D. K. and A. I. Stenehill : Multinational Business Cash Finance, Addison Wesley, Massachusetts.
14. Wood, D. and J Byrne ; International Business Finance, McMillan, New York.
15. Zeneff, D. and J. Zwick : International Financial Management, Prentice Hall, Int. Ed. New York.





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Bachelor of Commerce (Foreign Trade Practices & Procedures)

Programme Code: B.Com.S.Y.(F.T.VII) Sem-IV

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Curriculum of

B.Com. Second Year (FT-VII) Effective from Academic Year 2020-21

PAPER: ELEMENTS OF EXPORT MARKETING

Objective:

- The paper aims at making the student understand the concept and techniques of international marketing and train them to develop and implement plans and marketing strategies for entering into international markets and managing overseas operations.
- To familiarize the students with the instruments of export promotion and various export promotion organization in India.

Unit-I Introduction: (10 Periods)

Export- Meaning, Need & Importance of Exports, Basic concepts of Export Marketing, scope of exports marketing and why should a firm export, Modes of entering overseas markets.

Unit-II Instruments of Export Promotion: (12 Periods)

Planning International Marketing Operations, Product Policies, Distribution Channels- Meaning & Functions, Advertisements and Publicity, Importance of Advertisements

Unit-III Process and Techniques: (10 Periods)

International Marketing Process and Techniques - Direct Exporting, Indirect Exporting, Counter Trade, Licensing, Sub-Contracting, Joint Ventures, Project and Consultancy Exports.

Unit-IV Organisation and Control: (12 Periods)



Organisation of International Marketing Operations, Export Procedures, Problems faced by export countries. Control over International Marketing Operations - Tariffs, Quotas, Antidumping / Exchange Controls and Other Non-Tariff Measures.

Unit-IV Export Promotion Organization in India: (10 Periods)

- Export Promotion Council (EPC,s)
- State Trading Corporations (STC's)
- Federation of Indian Export Organizations (FIEO's)
- Indian Trade Promotion Organization (ITPO's)

Books Recommended:

1. Stanton W. J., Etzel Michael J. and Walker Bruce J. : Fundamentals of Marketing; McGraw-Hill, New York
2. Kotler Philip and A. Gary : Principles of Marketing; Prentice-Hall of India, New Delhi.
3. Fulmer R. M.: The New Marketing; McMillan, New York.
4. Cundiff, Edward W. and Stiu R. R.: Basic Marketing - Concepts, Decisions and Strategies; PrentceHall, New Delhi.
5. Bhattacharya R. L. and Varshney B. : International Marketing Management; Sultan Chand, New Delhi
6. Bhattacharya B : Export Marketing Strategies for Success; Global Press, New Delhi.
7. Keegan W. J : Multinational Marketing Management; Prentice Hall, New Delhi.
8. Kriplani V. : International Marketing; Prentice Hall, New Delhi.
9. Taggart J. H and Moder Mott M. C. : The Essence of International Business;; Prentice Hall, New Delhi.
10. Kotler Philip : Principles of Marketing; Prentice Hall, New Delhi.
11. Fayer Weather John : International Marketing; Prentice Hall, NJ.
12. Paliwala, Stanley J. : The Essence of International Marketing; Prentice Hall, New Delhi.
13. Cherunilam Francis : International Marketing (Text and Cases); HPH, Mumbai.
14. Gupta, R. K. : Antidumping and Countervailing Measures, Sage Publications, New Delhi.
15. Ram, Paras : Exports : What, Where and How ?; Anupam Publications, New Delhi.





स्वामी रामानंद तीर्थ मराठवाडा विद्यापीठ, नांदेड.

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B.Com. Second Year (FT-VIII) Effective from Academic Year 2020-21

PAPER – FOREIGN TRADE FINANCING & PROCEDURES-II

Course Objectives:

- To familiarize the students with the various methods of financing and Sources of finance for foreign trade, foreign investment & collaboration as well as the various institutions involved in international economic grouping.

Unit-I Foreign Trade Financing Methods & Terms of Payment: (12 Periods)

Methods of Payment, Negotiations of Export Bills, Documentary Credit and Collection Procedure, Pre and Post Shipment Export Credit, Bank Guarantees, Foreign Exchange Regulations.

Unit-II Sources of Finance for Foreign Trade: (10 Periods)

Objectives & Functions of Export-Import Bank of India, Export-Credit Guarantee Corporation of India. IDBI - Export Finance for Small Scale Industries, SIDBI

Unit-III International Economic Institutions: (12 Periods)



Objective, Role and Functions of WTO, UNCTAD, WORLD BANK, International Financial Market Instruments: GDRs, ADRs.

Unit-IV Foreign Investment and Collaboration (10 Periods)

Advantages and disadvantages of foreign collaboration, Types of foreign collaboration, Factors affecting international investment, Foreign investment in India

Unit-V International Monetary System: (10 Periods)

International Monetary Funds - Objectives, Sources of Funds, International Monetary Reforms, Problems of International Liquidity, Special Drawing Rights, Procedure of SDRs Allocation.

Books Recommended:

1. Bhole L.M. : Financial Markets and Institutions; Tata McGraw-Hill, New Delhi.
2. Avadhani, V, A. : International Finance : Theory and Practice, Himalaya Publishing House, Delhi.
3. Chaudhari, B. K. : Finance of Foreign Trade and Foreign Exchange, Himalaya Publishing House, Delhi.
4. Sundharam, K.P;M. : Money, Banking and International Trade, Sultan Chand & Sons, New Delhi.
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9. Buckley, Ardin : The Essence of International Money, Prentice Hall of India, New Delhi.
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