



SWAMI RAMANAND TEERTH MARATHWADA UNIVERSITY,
NANDED [M.S.]

Faculty of Commerce and Management
Revised Curriculum based on the
Choice Based Credit System (CBCS Pattern)
w.e.f. 2019-20

Name of the Programme:
Bachelor of Commerce
(UGC Vocational Course-Foreign Trade Practices and Procedures)
Programme Code: **B.Com. (FT) at**
Dayanand College of Commerce, Latur

UGC Vocational Course- Foreign Trade Practices and Procedures
B.Com. First Year w.e.f 2019-20

Class	Seme-ster	Paper No.	Subject	Lect./ Week	Total Periods	Continuous Assessment (CA)	End of Semester Exam ESE	Total Marks	Total Credit
B.Com F.Y Year	SEM I	FTPP - I	Introduction to Foreign Trade	4	54	25	75	100	4
		FTPP -II	Soft Skills	4	54	25	75	100	4
	SEM II	FTPP -III	International Human Resource Development	4	54	25	75	100	4
		FTPP -IV	Global Marketing Management	4	54	25	75	100	4

Semester-I

Paper-I: INTRODUCTION TO FOREIGN TRADE

Objective of the paper;

- a) To familiarize the students with the basic principles of foreign trade and the position of India's foreign trade, import-export policies and various export promotion measures adopted by the government

Scheme of marking;

- University written exam- 40 marks
- Internal exam based on tests, assignments, seminars and participation in other activities - 35 marks

Course inputs:

- 1. Introduction to Foreign trade and Globalisation: (12 Periods)**
Meaning & Nature of foreign trade, international business, Difference between domestic trade and foreign trade, Theoretical foundation of international trade-Absolute cost theory, Comparative cost theory Opportunity cost theory and Modern theory of factor endowment.
- 2. Trade policies & Balance of payment: (14 Periods)**
Foreign Trade Policy, Export promotion measures, Special Economic Zones, Major problems of India's export sector, Meaning, Component of balance of payments, Balance of payment disequilibrium, Correction of disequilibrium, India's balance of payments.
- 3. Tariff and Non-tariff Barriers: (9 Periods)**
Tariffs-Classification and impact, Quotas-Classification and impact, Subsidies, Exchange rate, Foreign Exchange control, Exchange rate dimensions, Non-tariff barriers (NTBs).
- 4. International factor movements and Multinational corporations: (10Periods)**
Sources of capital, Foreign direct investment, Meaning and classification of Capital movement, Factors governing International capital movement, Different organizational models, Features of MNCs, Advantages & Disadvantages of MNCs, MNCs and developing countries, MNCs and LDCs.
- 5. Foreign exchange: (9 Periods)**
Introduction, meaning, Exchange rate, Foreign Exchange control, Exchange rate determination, Functions of foreign exchange market, Methods affecting international payment.

Reference books:

1. International Economics by D.M.Mithani, Himalaya Publishing House Mumbai.
2. International Trade & Export Management by Francis Cherunilam, Himalaya Publishing House, Mumbai.
3. International Marketing Management by R.L. Varshney and B.Bhattacharyya, Sultan Chand & Sons, New Delhi.
4. International Business by P.Subba Rao, Himalaya Publishing House, Mumbai

Paper - II: SOFT SKILLS

Objective of the paper:

To develop the abilities/skills that can help a professional communicate, corroborate, convince, evaluate and look into the continuing as well as the upcoming trends of the corporate world from time to time

Scheme of marking;

- University written exam- 40 marks
- Internal exam based on assignments, seminars and participation in other activities - 35 marks

- 1. Introduction and Aspects of Soft Skill: (12 Periods)**
Introduction to Soft Skills, Aspects of Soft Skills, Effective Communication Skills, Classification of Communication, Personality Development, Positive Thinking, Telephonic Communication Skills, Communicating Without Words, Paralanguage
- 2. Business Communication Skills: (12 Periods)**
Proxemics, Haptics - The Language of Touch, Meta-communication, Listening Skills, Types of Listening, Negotiation Skills, Culture as Communication, Organizational Communication, Communication Breakdown, Advanced Writing Skills, Principles of Business Writing, Types of Business Writing
- 3. Business Reporting Skills: (10 Periods)**
Business Writing, Business Letters, Business Letters- Format and Style, Types of Business Letter, Writing Reports, Types of Report, Strategies for Report Writing, Evaluation and Organization of Data, Structure of Report, Report Style, Group Communication Skills
- 4. Planning for Presentation: (12 Periods)**
Leadership Skills, Group Discussion, Group Discussion, Meeting Management, Adaptability & Work Ethics, Advanced Speaking Skills, Oral Presentation, Speeches & Debates, Combating Nervousness, Patterns & Methods of Presentation, Oral Presentation Planning & Preparation.
- 5. Business presentation and critical thinking: (08 Periods)**
Making Effective Presentations, Speeches for Various Occasions, Interviews, Planning & Preparing Effective Resume, Drafting an Effective Resume, Facing Job Interviews, Emotional Intelligence & Critical Thinking, Applied Grammar.

Reference books:

1. Butterfield, Jeff. Soft Skills for Everyone. New Delhi: Cengage Learning. 2010.
2. Chauhan, G.S. and Sangeeta Sharma. Soft Skills. New Delhi: Wiley. 2016.
3. Goleman, Daniel. Working with Emotional Intelligence. London: Bantam Books. 1998.
4. Hall, Calvin S. et al. Theories of Personality. New Delhi: Wiley. rpt. 2011.
5. Holtz, Shel. Corporate Conversations. New Delhi: PHI. 2007.
6. Kumar, Sanajy and Pushp Lata. Communication Skills. New Delhi: OUP. 2011.

7. Lucas, Stephen E. The Art of Public Speaking. McGraw-Hill Book Co. International Edition, 11th Ed. 2014.
8. Penrose, John M., et al. Business Communication for Managers. New Delhi: Thomson South Western. 2007.
9. Sharma, R.C. and Krishna Mohan. Business Correspondence and Report Writing. New Delhi: TMH. 2016.
10. Sharma, Sangeeta and Binod Mishra. Communication Skills for Engineers and Scientists. New Delhi: PHI Learning. 2009, 6th Reprint 2015.
11. Thorpe, Edgar and Showick Thorpe. Winning at Interviews. Pearson Education. 2004.
12. Turk, Christopher. Effective Speaking. South Asia Division: Taylor & Francis. 1985.

Semester –II

Paper - III: INTERNATIONAL HUMAN RESOURCE DEVELOPMENT

Objective of the paper;

To understand different aspects of HR development

Scheme of marking;

- University written exam- 40 marks
- Internal exam based on assignments, seminars and participation in other activities – 35 marks

Course inputs;

- 1. Development of Human Resource- I (11 Periods)**
Introduction, Meaning, Definition, Importance and benefits of training, Types of training, Assessing training, Need area of training-Company policy and procedure, skill base training, Human Relation training, Problem solving training, Managerial and supervisory training.
- 2. Development of Human Resource- II (11 Periods)**
Introduction, factors determining training method, Employee training methods, Types of on the job training and Off the job training, Evaluation of training programmes. steps in evaluation of training programme, Importance of learning
- 3. Training and development: (12 Periods)**
Concept of management development, Need and importance, Objective, Process, Methods of management development, Evaluation of management Development Programmes, Improving employee performance, Updating employee skills, Preparing for promotion and managerial succession, Retaining and motivating employees, Creating an efficient and effective organization
- 4. Transmitting learning into action : (14 Periods)**
Introduction, Learning and organizational behavior, Transactional Analysis-Types, Brainstorming-Rules, Procedures, Advantages, Limitations, Building high performing teams-Team building types, Characteristics, Leading high performance teams-Types and significance of leadership, Qualities of leader, Improving team and individual performance.

5. Industrial Visit:**(06 Periods)**

The students are expected to visit manufacturing units of good manufacturing practices and work culture/ export oriented industries/ shipping companies/ major ports and prepare a visit report based on their visit

Reference books:

1. Performance and Reward Management, YCMO University, Nashik
2. Introduction to HRM, ICFAI, Hyderabad.
3. Daily newspapers like Business Standard, Business Line, Economic Times, Financial Express etc.
4. Periodicals like Outlook Money, Outlook Business, Business World, MBA Review, HRM Review, Focus WTO etc.

Paper –IV: GLOBAL MARKETING MANAGEMENT**Objective of the paper;**

- a) To familiarize the students with the nature, scope and different dimensions of Global marketing and logistics

Scheme of marking;

- University written exam- 40 marks
- Internal exam based on assignments, seminars and participation in other activities - 35 marks

Course inputs;**1. Globalisation and its economic environment-****(12Periods)**

Meaning & Nature of Global marketing, Global marketing Vs domestic marketing, Problems of Global marketing, Objectives of Global business, Economic environment, political environment, legal environment, demographic environment, geographic and natural environment, cultural issues and buying behaviour

2. Global entry methods-**(12Periods)**

Stages of Globalization- direct export, Overseas production,-Licensing, Contract manufacturing, manufacturing facilities, assembly operations, Joint ventures, Global orientations- ethnocentrism, polycentrism, regiocentrism, geocentrism, global marketing strategies, Global market entry modes

3. Product and pricing strategy-**(10 Periods)**

Global product development. Product life cycle, Marketing of products and services, strategy, Branding, Packaging and Labeling for exports, Pricing objectives, Factors affecting pricing, Government interference, Steps in pricing, Export price quotations

4. Global marketing intelligence-**(10Periods)**

Informational requirement, Sources of information, Marketing information system and global Marketing research, Methods of data collection, Global segmentation and positioning, communicating with the consumers at global level

5. Global logistics and distribution-**(10 Periods)**

Introduction, Concept of Marketing Logistics, Objectives of Marketing Logistics, Importance of Marketing Logistics, Role of Information Technology, Sales management, Export-import management.

Reference books:

- 1) Global Trade & Export Management by Francis Cherunilam, Himalaya Publishing House, Mumbai.
 - 2) Global Marketing Management by R.L.Varshney & B.Bhattacharyya, Sultan Chand & Sons, New Delhi.
 - 3) Global Business by P.Subba Rao, Himalaya Publishing House, Mumbai
 - 4) Export Marketing by TAS Balagopal, Himalaya Publishing House, Mumbai
 - 5) Nabhi's Exporters Manual & Documentation, Nabhi Publication, New Delhi.
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