

COURSE CODE: 2CM2010415	COURSE TITLE: Foreign Trade Policy, Procedure And Documentation
COURSE TYPE : ELECTIVE COURSE: SPECIALIZATION- ADVANCED BUSINESS MANAGEMENT	
COURSE OBJECTIVE: To make the students acquaints about the various terminology of International trade/Foreign markets and to provide guidance of international environment and government role for the development of nation.	

Teaching Scheme (Hours per week)		Evaluation Scheme (Marks)		
Lectures	Credit	University Assessment	Institutional Assessment	Total
4	4	60	40	100

Unit	Topic and Contents	Hours	Wt. (%)
1.	Foreign Trade: Introduction, Definitions of Foreign Trade, Importance of Foreign Trade, Role of National and International organizations for the developments of Foreign Trade International; International Trade v/s Domestic Trade.	15	25%
2.	(A) International Marketing Environments Political and Legal Environment, Economic Environment, Socio Cultural Environment. (B) Marketing Strategy: Mergers and Acquisitions, Strategic Alliances, Third Country Location, Market Segment Selection.	15	25%
3	(A) Export Procedure and Documents: Documents related to Payments, Documents related to Inspection, Documents related to excisable goods, Documents related to Foreign Exchange Regulation (B) Export Promotion: A brief of export promotion policy through plans, Organizational Set up, Incentives to exporters, production assistance, Marketing Assistance, Export Houses, Trading Houses, Stat Trading Houses and Super Star Trading Houses, Export Oriented Units, Special Economic Zones.	15	25%
4	(A) Foreign Trade Control and Export-Import (EXIM) Policy: Control of Foreign Trade, Export Import Policy. (B) Major Problems of India's Export Sector: High Costs, Poor Quality Image, Unreliability, Infrastructural Bottlenecks, Procedural Complexities and Institutional rigidities.	15	25%

References Book

1. Government of India, Various Reports of the Ministry of Foreign Trade and Commerce, New Delhi.
2. Mathur, Vibha, "Foreign Trade Policy and Trends in India", New Century Publications, New Delhi, 2014.
3. Murthy, Gautam, "International Trade and Economic co-operation", New Century Publications, New Delhi, 2016.
4. Sultan, Jafar Ahmad, "Economic Reforms and India's Foreign Trade", Regal Publications, New Delhi, 2015.
5. Viramani, S.D., "Demand and Supply Factors in India's Trade", Economic and Political Weekly, Feb. 09, Vol. 26, 1991.