

COURSE CODE: 2CM2010416	COURSE TITLE: International Marketing
COURSE TYPE : ELECTIVE COURSE: SPECIALIZATION- ADVANCED BUSINESS MANAGEMENT	
COURSE OBJECTIVE: To make students acquaint about the latest international marketing practices required to be implemented for survival of the organization.	

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.	International Marketing: An Introduction Definitions of International Marketing, Domestic Marketing v/s International Marketing, International Orientations, Objectives of International Marketing, International Marketing Decisions, Organizational Set up for International Marketing.	15	25%
2.	International Marketing Channel: Channel between nations, Home country production, Indirect export , Direct export, Overseas production, licensing, Contract manufacturing, Manufacturing facilities, Assembly Operations, Joint Ventures, Production in free areas, Internal distribution.	15	25%
3.	Export Finance: Payments Terms like Cash in Advance, Open Account, Consignment Sale, Documents against Payments, and Documents on Acceptance, Pre-Shipment Credit, Post -Shipment Credit, EXIM Bank, Letter of Credit (Meaning, Parties of L/c, Kinds of Letter of Credit).	15	25%
4.	(A) Export Risk Insurance : Meaning of Export Risk Insurance, Maritime Perils, Types of Policy, Marine Insurer. (B) Brief idea about Export Organizations like: Ministry of Commerce, Commodity Boards, Export Inspection Councils, Indian Institute of Foreign Trade, Indian Institute of Packaging, Export Promotions Councils, Federations of Indian Export Organizations.	15	25%

References Books:

1. Abbas J. Ali, Globalization of Business, Jaico Publishing House, Mumbai, 3rd Edn., 2009
2. Cateora and Philip, International Marketing (SIE), Tata McGraw-Hill
3. Francis Cherunilam, International Marketing, Himalaya Publishing House, Mumbai
4. Justin Paul, International Business, Tata McGraw-Hill Publishing Company Limited, New Delhi
5. Mathur U.C., International Marketing Management: Text and Cases, SAGE Publications India Pvt Ltd, 2008
6. P.K. Vasudeva, International Marketing, Excel Books, New Delhi
7. Varshney RI, Bhattacharya B , International Marketing Management – An Indian Perspective, Sultan Chand & sons. New Delhi