

Branch Name:	B.Com
Program Code:	2CM101
Course Name:	Export Management-1
Course Code:	2CM1010516
Pre-requisite Course:	Basic knowledge regarding of Export Management.

Course Objectives:

1. To provide fundamental / theoretical knowledge to the students about the various aspects of export management and its practical applications in business.
2. To understand basic concepts of export management.

Teaching and Examination Scheme:

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)				
Lecture (L)	Tutorial (T)	Practical (P)	Credit	Theory (Marks)		Practical (Marks)		Total (Marks)
				University Assessment	Continuous Assessment	University Assessment	Continuous Assessment	
3	--	-	3	70	30	-	-	100

Subject Contents:

Sr. No	Topic	Total Hours	Weightage (%)
1	Introduction of Export Management: Definition of Export Management, Difference between Domestic Trade and Export Trade, Custom Act, other act related to export/import, Formalities commencing export business, obtaining export/import licenses, processing of export orders, Export Promotion Councils, Commodity Boards, Directorate of Commercial Intelligence, India Trade Promotion organization.	9	25%
2	Export & Import: Types of exporters, Registration of exporters, Major exports from India, Licensing, Facilities available EOU's, SEZ's, duty drawback, other incentives provided by government to exporters.	9	25%
3	Export Documentation: Performa Invoice, Commercial Invoice, Packing List, certificate of origin, GSP certification, Shipping Bills, A.R -4 forms, Mate Receipts, ECGC Policy, bill of exchange, Bank certificate for export, Bill of Entry and Airway Bill.	9	25%
4	Non Tariff Barrier Non Tariff Barriers; Government Participation in Trade; Quota; Advalorem Duty; Specific Duties and their Differences. Indian Trade Promotion Organization (ITPO). Indian Institute of Foreign Trade (IIFT).	9	25%

Text Books:

1. International Trade and Export Management- Himalaya Publishing House, Francis Cherunilam.
2. Export Management- T.A.S Balagopal.

Reference Books:

1. International Marketing Management- Sultan Chand and Sons- New Delhi –R.L Varshney and B.Bhattacharyya.

List of Open Source Software/learning website:

1. <https://www.youtube.com/watch?v=EQUH4EEOZOA>
2. https://www.youtube.com/watch?v=1nr0h_9RXL4

Course Learning Outcomes (CLO): On completion of this course, the students will be able to:

CLO	Description	Bloom's Taxonomy Level
CLO1	Explain in detail different concepts of export management.	2 Understanding
CLO2	To describe Export Promotion Councils and Directorate of Commercial Intelligence	1 Remembering
CLO3	Categorize different Types of exporters, Registration of exporters.	4 Analyzing 1 Remembering
CLO4	To understand the concepts of EOU's, SEZ's and their procedures.	2 Understanding 1 Remembering
CLO5	Discuss and explain in detail export documentation for export procedures.	2 Understanding
CLO6	List out different Non Tariff Barriers and Indian Trade Promotion Organization (ITPO) and Indian Institute of Foreign Trade (IIFT).	2 Understanding 1 Remembering

Mapping of CLOs with POs & PSOs

Course Learning Outcomes (CLOs)	Program Outcomes (POs)							Program Specific Outcomes (PSOs)	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2
CLO1	H		M			L			M
CLO2		L			L			M	

CLO3	M		L			H			H
CLO4	M			H				H	
CLO5		L			L				M
CLO6		M		L			H		

H: High, M: Medium, L: Low