

Branch Name:	B.Com
Program Code:	2CM101
Course Name:	Export Management-2
Course Code:	2CM1010616
Pre-requisite Course:	Basic knowledge regarding Export Management - 1

Course Objectives:-

1. To make the students aware about the various aspects of export management and its practical aspects in corporate sector.
2. Know the need for 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	Export Finance: Payment terms like cash in advance, Open account, Consignment Sale, Documents Against Payments, Documents Against Acceptance, Pre-shipment Credit, Post Shipment Credit, Exim Bank (Definition, Objectives, Functions, Lending Programme)	9	25%
2	Letter of Credit and Export Risk Insurance: Definition of Letter of Credit, Parties of Letter of Credit, Kinds/types of letter of credit, Modus operandi of Letter of Credit Marine Insurance, Maritime Perils, Types of Policy.	9	25%
3	International Marketing Environment and Marketing Strategies: Political and Legal Environment, Economic Environment, Social and Cultural Environment, others factors, Marketing strategies adopted for international trade by various government and private organizations to boost export trade.	9	25%
4	International marketing:- Implications of trading European union(EU) North American free trade agreement(NAFTA) Association of south east Asian nations(ASIAN) Trading Blocks.	9	25%

Text Books:-

1. International Trade and Export Management- Himalaya Publishing House, Francis Cherunilam.

Reference Books:

1. Export Management- T.A.S Balagopal.
2. International Marketing Management- Sultan Chand and Sons- New Delhi –R.L Varshney and B.

List of Open Source Software/learning website:

1. <https://www.youtube.com/watch?v=PoQzIiwhQnQ>
2. <https://www.youtube.com/watch?v=nIkuaPkZ6rM>

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

CLO	Description	Bloom's Taxonomy Level
CLO1	The student shall also develop network thinking in regards to export. This includes the role of import in relation to export, including the role of business relationships with customers, suppliers, supporting actors such as consultants, financial institutions, logistics service providers.	1 remembering 2 Understanding
CLO2	Discuss Export Readiness Plan, Export Potential Plan or Export Plan.	1 remembering 2 Understanding
CLO3	categorize Kinds/types of letterof credit, Modus operandi of Letter of Credit	1 remembering 3 Applying 4 Analyzing
CLO4	Understanding International marketing, European union(EU), North American free trade agreement(NAFTA), Association of south east Asian nations(ASIAN)	1 remembering 2 Understanding
CLO5	Evaluate different external marketing environment in export management	1 remembering 2 Understanding
CLO6	Describe different Other Factors and External Measures affecting Export Business	1 remembering 2 Understanding

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		
CLO2		L			H			M	
CLO3	M			L			L		
CLO4		M			M			H	

CLO5	H		L			M			
CLO6			M		L				H

H: High, M: Medium, L: Low