

Programme Name	Master of Commerce
Semester	Forth
Paper No	4.33
Course Code	
Course Name	Foreign Trade Policy procedure & Documentation - (Paper-7)
Course Type	Elective Course
Effective from	DECEMBER 2012
Objective	To develop understanding of foreign trade process, techniques, procedure and to prepare required documents.

Unit No.	Topic No.	Content	Hrs.	Marks W + %	Credit
1	A	Foreign Trade- Meaning, necessities, Importance Corporations involved in Foreign Trade, Scope of Foreign Trade, State Trading Corporation (STC)- Introduction, objectives.	8	13	0.5
	B	Foreign Trade policy- India's Foreign Trade policy 1991, Export- Import policy 2002-2010, Globalizations & its impact on Indian economy. Advantages and disadvantages of Foreign Trade .	7	12	0.5
2	A	Pricing in Foreign Trade- Meaning, Steps for Export pricing, INCO TERMS, Objectives and pricing policies, Methods of pricing, Factors affecting to pricing decisions.	8	13	0.5
	B	Brand- Meaning, International concept regarding Brand. Brand strategy, advantages & disadvantages, Brand positioning, Packing and Labeling- packing in foreign trade, Technical consideration for packing, objectives of labeling, advantages & disadvantages.	7	12	0.5
3	A	Tariffs controls-Quotas, Anti dumping duties, countervailing duties, Exchange controls and other non control Tariffs control	8	13	0.5

	B	Import-Export Trade- process of Import and Export, Terms of payments, necessary documents for Imports and Exports, Scope of Export Management, Bill of lading & its functions.	7	12	0.5
4	A	Foreign Trade Decisions- Decisions of selecting foreign market, Foreign Marketing decisions, Entry procedure in foreign market, Decision of marketing mix.	8	13	0.5
	B	FEMA & Export- Procedure for Importing goods, Marketing assistance, Role of State Trading Houses, SEZs and Multinational Corporations.	7	12	0.5

References :-

1. International Marketing; SAK ONK visit. John. J. Shah.; Prentice Hall of India P. Ltd.
2. International Markets; Fayerweather John.; Prentice Hall of India Ltd.
3. International Marketing; S.C.Jain. CBS Publications, New Delhi.
4. International Markets; Charullium; Himalaya Publication
5. International Marketing; Vasudev P.K. Excell Books, New Delhi.
6. The Essence of International Marketing; Polluode, Stanley. J; Prentice H all, New Delhi.