



बिरसा मुंडा ट्रायबल युनिवर्सिटी Birsā Mūṇḍā Drāyabala Yūnīvārsīṭī

राजपिपला, जि० नर्मदा Rajpipla, Dist. Narmda

Established by Tribal Development Department, Govt. of Gujarat

School of Commerce

B.Com.Programme

Subject Code & Name: BC03IDCC02 Export Import Management-III

Teaching and Evaluation Scheme:

Teaching Scheme				Examination Scheme			
Credits				Component Weightage (%)			
				CCE		SEE	
L	T	P	Total	TH	PWE	TH	PWE
4	0	0	4	50	0	50	0

Programme Name	B.Com
Semester	III
Course Code	BC03IDCC02
Course Title	Export Import Management-III
Course Content Type (Th./Pr.)	Theory
Course Credit	4
Sessions+ Lab. Per Week	4
Total Teaching/Lab. Hours	60 Hours
* 2 Laboratory = 1 Session	

Learning Objectives

Main Objective of This Course:

1. To understand the concept, purpose, and basic process of exporting along with the benefits and risks associated with it.
2. To learn the essential steps in starting an export business and understand market selection, risk management, and export planning.
3. To gain knowledge about the elements of the export marketing mix and understand the role and types of marketing channels.
4. To understand the techniques of sales promotion, planning for international selling, and pricing strategies for exports.

Learning Outcomes

After completion of this course students will be able to:

1. Describe the fundamentals of export, explain its advantages, and identify key factors influencing export decisions.
2. Apply strategic steps to establish an export business, assess market risks, and develop an effective export marketing plan.
3. Analyze the components of export marketing and evaluate various distribution and entry methods into foreign markets.
4. Evaluate export pricing methods and promotional strategies to improve international sales effectiveness.





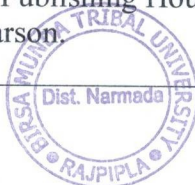
बिरसा मुंडा ट्रायबल युनिवर्सिटी Birsa Munda Tribal University

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Detailed Contents		
UNIT	TOPIC/SUB-TOPIC	TEACHING HOURS
I	INTRODUCTION TO EXPORT: Definition of Export, Why Export, Comparative Advantage, Import-Substitution Problems, How Exports Benefit a Country, Why Should a Businessman Export, Risk of Expanding in-to Domestic or Foreign Markets, How to Export, Basic Problems of Exports, Assessing Export Potential, Management's Goals and Priorities, Building up A Market Profile.	15
II	STARTING OF EXPORT BUSINESS: Essential steps for export Business, Categories of Exporters, Selecting the Markets, Understanding, Risks in International Trade, Arbitration, Export Strategy and Export Marketing Plan, Steps for Developing the Export Marketing Plan, Analyzing the Company's Strengths and Weaknesses, Locating the Prospective Buyers, Research for Market Selection, Finding an Agents Advantages and Disadvantages of using an agent.	15
III	EXPORT MARKETING MIX & MARKETING CHANNELS: Introduction: Elements of Marketing Mix, Marketing Mix of Manufacturers, Marketing Channels, Role of marketing channels, Variation in Basic Marketing Channels, Methods of Entry into Foreign Market, Distribution Channels, Functions of Distribution Channels, Direct Marketing, Advantages and Disadvantages of Indirect Marketing, Type of importers	15
IV	SALES PROMOTION AND EXPORT PRICING: Planning the Selling, Planning Sales Promotion Literature, Selling to Buyers from Abroad, Persona Selling by Visits Abroad, Sending Export Samples to Prospective Buyers, Export Control Items, Export Procedure of sample Items, Export Costing and Pricing, Methods for Export Pricing.	15
Text Book(s)		
1. Export Marketing-Manan Prakashan		
Reference Books		
1. How To Export, Nabhi Publication.		
2. How To Import, Nabhi Publication		
3. Madhurima Lall, Sultan Ahemad, Export Import Procedure And Documentation, Sultan Chand & Sons.		
4. D. C. Kapoor, Export Management, Vikas Publishing House Pvt. Ltd.		
5. Philip Kotler, Marketing Management, Pearson.		





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Web Resources

1. https://www.youtube.com/watch?v=1jz5_MTTxV4

L:: Lecture, **T::** Tutorial, **P::** Practical

CCE:: Continuous and Comprehensive Evaluation

(CCE Theory includes Mid Semester Examination, Assignment, MCQ quizzes, Seminar, Reflective notes, class participation, case analysis and presentation, slip tests (announced/surprised), attendance etc. or any combination of these)

PWE:: Practical Work Examination

(PWE includes Laboratory practical work, project work, viva simulation exercise work etc.)

SEE:: Semester End Evaluation

