

GANPAT UNIVERSITY									
FACULTY OF MANAGEMENT STUDIES									
Programme	Bachelor of Business Administration				Branch/Spec.	Marketing Management			
Semester	V				Version	1.0.0.0			
Effective from Academic Year		2026-27			Effective for the Batch admitted in			July 2024	
Course Code	BGEN301	Course Name			Export Management				
Teaching Scheme					Examination Scheme (Marks)				
(Per week)	Lecture (DT)		Practical (Lab.)		Total		CE	SEE	Total
	L	TU	P	TW					
Credit	04	00	00	00	04	Theory	50	50	100
Hours	04	00	00	00	04	Practical	00	00	000
Pre-requisites									
Knowledge of planning, organizing, directing, and controlling functions of management and awareness of how internal and external business factors influence organizational operations.									
Course Objective									
The objective of course is to familiarize student with the basic concepts and tools in export management to help the decision making and to understand the export process, skill sets required and assess your company's readiness to export.									
Course Outcomes									
On successful completion of the course, the students will be able to:									
CO1	Make major product and policy related decisions that are necessary for export markets in order to facilitate product adaptation to the international markets.								
CO2	Assess payment options, including letter of credit, and select those most appropriate for your operation.								
CO3	Demonstrate an understanding of the documents that facilitate the export								
CO4	Understand the role of government and institution in promoting and facilitating the export								
Theory Syllabus									
Unit	Content								Hrs.
1	Introduction To Export: Need For the Export Management, Export Management Defined, Nature of Export Management, Features of Export Management, Process of Export Management, Function of Export Manager, Legal Framework of Foreign Trade of India, Objectives of Export Import Policy, Export of Services, Preferential Trading Agreements and India's Exports, FERA And FEMA, Balance of Payment, Nature of Exporting Firm, Setting Up an Export Firm, IEC Code, Registration of Export Firm.								15
2	Export Pricing and Methods of Payment Nature Of Pricing Decision, Price Defined, Meaning and Nature of Costing, Exporter's Margin and Pricing Policies, Incoterms, Setting and Fixation of Price, Payment Terms, Nature of Payment Terms, Advance Payment, Open Account, Documents Against Payment, Documents Against Acceptance, Letter of Credit, Types Of LC.								15
3	Export Documentation, Shipment and Custom Clearance: Need For Export Documentation, Types of Export Documents, Standardize Documents, Developing Documents Under ADS -Master Document And EDI, Filing Master Documents, Role of Clearing and Forwarding Agents, Modes of Transports, Types of Ships, Forms of Shipping, Multi Model Transport, Containerization, Documents for Custom Clearance, Shipment Trough Inland Container Depot, Export Shipment Trough Courier.								15
4	Export Incentives, Facilities and Finance: Duty Drawback, Duty Free Replenishment Certificate, Duty Entitlement Pass Book, Special Import License, Green Card, Marketing Development Assistance, Facilities Provided By APEDA, Fiscal Incentives, Recognition of Exporters, Nature of Export Finance, Bank Finance, Classification of Export Finance, Pre Shipment Finance, ECGC, Packing Credit, Export Import Bank of India.								15
Exam: Theory 100%, Numerical 00%									
Practical Content									
Practical, assignments and tutorials are based on above syllabus									
Text Books									
1	"Export Management", P.K.Khurana, Second edition, Galgotia Publishing Company, New Delhi.								
Reference Books									
1	Aseem Kumar; Export-Import Management, Excel Books Publications, New Delhi								
2	Cherian and Parab: Export Marketing, Himalaya Publishing House, New Delhi								

3	Government of India: Handbook of Procedures, Import and Export Promotion, New Delhi.														
ICT/MOOCs Reference															
1.	EXIM Procedures & Documentation – SWAYAM <u>Exim Procedures &amp; Documentation - Course</u>														
2.	Basics of Export-Import – Indian Institute of Foreign Trade (IIFT) under Niryat Bandhu Scheme <u>MOOC ON SKILLS FOR EXPORT &amp; IMPORT MANAGEMENT : DGFT, IIFT</u>														
Mapping of CO with PO and PSO:															
	Course Outcome (CO) No.	PO-CO Mapping								PSO-CO Mapping					
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
	CO1	3	2	2	3	2	2	3	2	3	3	3	2	2	2
	CO2	3	2	1	3	1	2	2	2	3	2	3	1	1	2
	CO3	3	2	1	2	1	1	2	2	2	2	2	2	2	1
	CO4	2	1	1	2	3	2	1	1	2	1	1	3	1	1