

**SYLLABUS
BA IN FASHION MARKETING AND PROMOTION
SEMESTER – V**

EXPORT MANAGEMENT

Sub. Code: BFMP 501

Credits: 04

Total Marks: 100

Minimum Pass Marks: 40%

Internal Assessment: 40 Marks

University Examination: 60 Marks

Unit 1: Export Management and International Trading Environment

Introduction to Export Management; Process of Export Management; Multilateral Trading System; Business Implications of the Uruguay Round; Export – Import Policy; Organizing Export Business.

Unit 2: Managing Export Business

E- Commerce; E- Commerce Infrastructure for Export Firm; Institutional Framework for Trade Information; Services to the Indian Exporter; Export Promotion Institutions Abroad; Nature of Marketing Channel; Marketing Channels Different Chains.

Unit 3: Imports – Exports

Structure of Cost; Exporter's Margin & Pricing Policies; Export Price Quotation; Illustration of the Responsibilities of, and Costs to, the Exporter; Setting Price & Payments; Procedures for Collection of Payments; Letter of Credit; Understanding India's Major Trading Partners; Features of US Market; Types of Importers; Market Entry Strategies.

Unit 4: Execution of Export Order

Processing of an Export Order; Planning for Execution of the Export Order; Procurement of Inputs/ Supplies; Licensing; Export Finance; Labeling, Packaging & Marketing; Packaging & Packing; Principles of Governing Packaging.

Unit 5: Quality Assurance and EXIM Policy

Quality Management Systems: Nature and Need; Features of ISO 9000: 2000 Standards; Post Shipment Finance; Exim Policy.

Suggested Reading:

1. Mastering Import & Export Management, Thomas A. Cook, Rennie Alston, Kelly Raia, Amacon Books.
2. Mastering Import & Export Management, Thomas A. Cook, Rennie Alston, Kelly Raia, Amacon Books.
3. The Ultimate Guide to Export Management, Thomas A. Cook, Thomson West Publishing.