

SCHOOL OF COMMERCE

Devi Ahilya Vishwavidyalaya, Indore

Subject Scheme and Syllabus

MBA (Foreign Trade) Integrated Programme

Session – July-December

Semester-I(July to December)

MBA(FT)-5101	English
MBA(FT)-5102	Financial Accounting
MBA(FT)-5103	Fundamentals of Foreign Trade
MBA(FT)-5104	Principles of Micro Economics
MBA(FT)-5105	Principles to Business Administration
MBA(FT)-5106	Introduction to Computers

ENGLISH
COURSE CODE- MFT -5101

Semester-I

COURSE OBJECTIVE:

- (i) Give practice to learners , reading, listening and writing skills
- (ii) Systematically strengthen the understanding and use of the language
- (iii) Familiarize students with functional use of grammar

COURSE CONTENTS:

Unit I Grammar: Tenses, Gerunds, Determiners, Modals, Phonetics,

Unit II. Composition: Letter writing, Essay writing

Unit III. Composition: Unseen Passage

Unit IV.

Active & Passive voice, Direct & Indirect speech, Word Formation, Word Meanings, Usage in Sentences

Unit V. Prose:

Tryst With Destiny - Jawaharlal Nehru
Last Leaf- O Henry

Steve Jobs - Walter Isaacson

Portrait Of a Lady- Khushwant Singh

Unit VI.

Ode to A nightingale- John Keats

Where the Mind is Without Fear- Ravindra Nath Tagore

Text Book:

1. **English Language & Indian Culture**
Publisher: Madhya Pradesh

FINANCIAL ACCOUNTING

MFT -5102

COURSE SUMMARY & OBJECTIVES: Objective of the subject is to acquaint students with concepts of accounting and help them acquire the ability to develop and use the accounting data as an aid to decision making.

Course Contents

UNIT I:- FUNDAMENTALS OF FINANCIAL ACCOUNTING: Meaning and definition of accounting, Need and functions of accounting, users of accounting information, importance and limitations of accounting, Relationship of accounting with other disciplines, Accounting Principles- Concepts and Conventions.

UNIT II :- Journal, Ledger, Trial Balance and Bank reconciliation statement

a. Journal:- Rules for recording (Journal) the transactions- One Book Journal for small business, Subsidiary books journal for large business, Types of Journal Entries.

b. Ledger:- Opening of Accounts, Posting from one Journal book & subsidiary books to Accounts.

c. Trial Balance: Preparation of Trial Balance, Errors affecting & affecting total of T/B.

d. Bank reconciliation statement:- need of BRS, reasons of difference between Cash Book & Pass Book Balances. Ascertainment of correct cash book balance.

UNIT III:- Preparation of Final Accounts, Adjustments in Final A/cs., Preparation of Final a/cs. With adjustments, Numerical Problems.

UNIT IV:- DEPRECIATION: Concept of depreciation, WDV and SLM methods.

UNIT V:-RECENT DEVELOPMENTS: Need for GAAP, understanding basic difference between US GAAP and Indian Accounting Standards & IFRS.

References:

1. Principles and practice of accounting, R.L. Gupta & V.K. Gupta sultan chand & Sons.
2. Accountancy- I.S.P. Jain & K.L Narang kalyani publishers.
3. Financial Accounting – Dr.R.C.Gupta & Dr. P.K.Sense

FUDAMENTAL OF FORIEGN TRADE
COURSE CODE: MBA (FT) -5103

Semester-I

Unit :1 Introduction to Foreign Trade : Meaning of trade and components Of Trade, Concept and component of Foreign Trade, Need and necessity of foreign Trade, Advantages & disadvantages of foreign Trade, Importance of FT Means of FT : BOT(Balance of Trade) & BOP(Balance of Payment) ,INCO terms, FOREX, SPLIT.

Unit:2 Export- Meaning & Types, Import-Meaning & Types , Mode Of Payment

Unit:3 Free trade V/s Protectionism: Concept of free Trade, concept of

Protectionism, Arguments for and against protectionism, Methods

of Protectionism, Arguments for free trade.

Unit:4 Introduction To National And International Trade Organization:- DGFT, UNCTAD, IMO, IMF, World Bank (IBRD), Bank for international settlements(BIS).

Unit:5 Introduction of India's Foreign Trade Policy- Features, Objectives & Strategies of FTP, Highlights of India's Current Foreign Trade Policy.

Principles of Micro Economics

COURSE CODE : MFTI -5104

Semester-I

Course Objectives:

To impart basic knowledge of Micro Economics which is required for a management Student.

Course Contents:

Introduction: Meaning of micro & macro economics, Need & Necessity of Micro Economics, Nature, Features, Scope and Limitations of Micro Economics.

Demand Analysis: Determinants of Demand, Market Demand & Individual demand Function, various types of Demand, Factors behind generation of Demand; Price, Income & Substitution Effect, Various Elasticity's of Demand Function- its Meaning, Estimation & Importance, Supply Function, Equilibrium of Demand & Supply.

Laws of production: Production function, concepts of factor productivity & cost, Short Run Production Function; Law of Diminishing Returns, Long Run Production Function; Law of Returns to Scale, stages of production, economics of scale, cost & revenue functions.

Market Structure I: Price & Output under Perfect competition and Monopoly: Concept of market, Classification of markets, Perfect Competition Market; Features and Assumptions, Price & output determination under perfect competition, Concept, Features and Types of Monopoly Market, Pricing and Output Decisions in Monopoly Market, Price discrimination under monopoly.

Market Structure II: Price & Output under imperfect competition: Concept and Features of Monopolistic Competition Market, Difference between Monopoly and Monopolistic Market, Price & output determination under Monopolistic Market Structure, Concept and Features of Oligopoly Market, Pricing and Output decisions under Oligopoly.

Text Books:

References:

Business Economics by D. M. Mithani, Himalaya Publishing House

Managerial Economics by P.L. Mehta, Sultan Chand Publication

PRINCIPLES OF BUSINESS ADMINISTRATION

COURSE CODE : MFTI -5105

Semester-I

Course Objective

The objective of this course is to give an overview of major issues confronting Managers in the export-import business in the structuring of their organization and making optimal use of the resource to achieve the objective of the organization.

Course Contents

1. **Introduction to Management:** Meaning, Nature, Scope and significance of Management, Managerial Functions. Principles of Management, Various Thoughts/schools and theories of management.
2. **Planning ,Decision Making and Organization:** Need, Nature & importance of planning, process and principles of Planning, strategies and tools of planning, concept, importance, types of decision making, process of decision making, factor affecting decision making, Principles and Theories of decision making. Concept, types of organization structure, Span of management, Delegation of authority, its nature, objectives, Process & obstacles to effective delegation, Line & staff relationship.
3. **Staffing, Directing, Motivation and Leadership:** Concept, nature and importance, Recruitment, Selection, Types & Methods. Concept of Directing, Concept, Need and importance of motivation, process of motivation, Theories of Motivation, Meaning of Leadership, Functions of a Leader, Theories/styles of Leadership.
4. **Theories of learning Personality & Attitude:-** Concept of learning, Definition of Personality, Attitude.
5. **Communication, Coordination and Control:** Concept and process of Communication, Importance of communication in Management, Concept, Nature and importance of Coordination, Concept, Nature and Importance of control, Process of Control, Techniques of Managerial Control.
6. **Resent Trends** in Management, Corporate governance CSR, Stress Management.

Books (Text)

1. Essentials of Management - Koontz and O'Donnel
2. Practice of Management - Peter Drucker
3. Principles of Management - G.R. Terry
4. Management - Principles and Practice - Mac Farland.
5. Management and Organisation - Allen, Louis. A
6. Management - Its Nature & Significance - Brech. E.F

INTRODUCTION TO COMPUTERS

COURSE CODE : MFTI -5106

Objective: To Impart Basic Knowledge About Computer With Application of Various Packages.

Contents:

Unit-1: Introduction: Introduction, Characteristics, Types of Computers, Types of Hardware & Software, Input Output Devices and their Description.

Unit-2 Memory : Ram ,Rom , Prom , EProm, Hard Disk, Primary And Secondary Memory, Cache , Physical And Virtual Memory.

Unit-3: Operating System and Windows- Meaning, Definition, Functions, Types of Operating System, Booting process.

Disk Operating System: Definition, Internal and External Commands.

Windows Operating System: Start Menu, Control Pane, Windows Accessories.

Unit-4: Application Packages:

Ms- Word: Meaning and Features of Word Processing, Advantages and Application of Word Processing, Lab Practices.

Ms- Excel: Features, Work Sheet/ Workbook, Applications of Excel, Lab Practices.

Ms-PowerPoint: Features, Applications, Menus, Lab Practices.

Unit-5: Computer Networking & Internet: Introduction, Essential of Networks, Types of Networks, Network topologies, Types of communication, Types of transmission media, Types of connectivity devices, Internet technologies, access devices, WWW, Multimedia.

References:

1. Information Technology: Dennis P. Curtin; Mcgraw Hill International
2. Fundamentals of Computers: P.Mohan, Himalaya Publishing House.
3. Fundamentals Of Computers: Atul Kahate; Tata Mcgraw Hill.
4. Information Technology by Dr. Sushila Madan

SCHOOL OF COMMERCE

Devi Ahilya Vishwavidyalaya, Indore

Subject Scheme and Syllabus

MBA (Foreign Trade) 5 yrs. Integrated Programme

Session – Jan-June

Semester-II– (Jan-June)

MBA(FT)-5201	Marketing Management
MBA(FT)-5202	Business Environment
MBA(FT)-5203	Principles of Macro Economics
MBA(FT)-5204	Business Laws
MBA(FT)-5205	Cost Accounting
MBA(FT)-5206	Foreign Language-1

MARKETING MANAGEMENT

COURSE CODE:5201

COURSE SUMMARY & OBJECTIVES: The course contains fundamental aspects of Marketing Management. The basic objective of this course is to provide an opportunity for students to understand marketing management process.

Course Contents:

UNIT 1:

INTRODUCTION: Concept and Philosophies of Marketing Management, Marketing Environment, Introduction to nature of services.

UNIT2:

MARKETING RESEARCH: Objectives, process, basic methods of collecting data, analysis and evaluation.

UNIT 3:

TOOLS OF MARKETING: Marketing Segmentation, Targeting and Positioning.

UNIT 4:

PRODUCT: Product concept, product mix, product line, product life cycle, new product development process, Packaging, Labeling & Branding.

UNIT 5:

PRICE: Concept, Price adaptation, Initiating and responding to price changes.

UNIT 6:

PLACE: Distribution channels and Logistics management, Retailing and Wholesaling

UNIT 7:

PROMOTION: Communication process, Promotion mix, AIDA Model.

UNIT 8:

EMERGING TRENDS IN MARKETING: An introduction to Internet marketing, Multilevel marketing, CRM and Event marketing, Virtual Marketing, M- Business.

Books Recommended:

1. **Marketing Management by Philip Kotler (Text Book).**

2. Marketing Management by Bradley.
3. Principles of Marketing by Adrian Palmer.

BUSINESS ENVIRONMENT

Course code :5202

Objective:- The objective of this course is to help students to understand the concept of Business Environment

Course Contents

Unit I Business Environment

Business Environment – concept – Significance – Environmental Influence on Business - Social and cultural Environment – Demographic Trend – Indian Social Structure – Caste and Communal Systems – Interplay of various Systems, Impact on Business.

Unit II Political Environment

Political Environment – Directive Principles of State Policy – Centre – State Relations – Impact of Political Environment on Business.

Unit III Economic Environment

Economic Environment – Sectors of Economy & Their Significance – Agriculture Industry, Service – Multinational Corporations – Meaning, Importance, Advantages and Weaknesses, impact of foreign direct investment on economy of India.

Unit IV Social environment

Social environment – Cultural heritage – social attitudes – impact of Foreign culture – castes and communities – joint family systems – linguistic and Religious groups – Types of social organization – social responsibilities of Business.

Unit V Financial Environment

Financial Environment – Financial system – Commercial banks – Financial Institutions – RBI Stock Exchange – IDBI – Non Banking Financial Companies NBFCs, Function & Role of RBI.

References

1. Francis Cherunilam – Business Environment, Himalaya Publishing House, Mumbai.
2. Amarchand – Government and Business, Emeralds Publishers, Chennai.
3. V.P. Michael – Business Policy and Environment (Himalaya Pub. House).

Principles of Macro Economics
COURSE CODE: MBA (FT) -5203

COURSE OBJECTIVE:

To Impart Basic Knowledge Of Macro Economics.

COURSE CONTENT:

1 Introduction: Macro Economic analysis, Micro and Macro Economics, goals of macro economic policies, stock and flow variables, exogenous and endogenous variables, EX- ANTE and EX-POST concepts.

2 Measurements of Macro Economic Aggregates: National Income and its

variants, Real & Nominal GDP, Measures of national products and

methods used, National income and Economic welfare, National income in India, its composition and trends. National income determination and Calculation of multiplier, Limitations of multiplier.

3 Consumption & Savings function: Keynes' psychological law of consumption,

Trends of consumption and savings in Indian economy.

4 Investment Function: Investment, its types, factors affecting investments, MEC and

Factors affecting MEC, Investment trends in Indian economy,

measures to stimulate public and private sector investment in India.

5 Theories of Employment: Classical theory, Say's law of market, Keynesian theory,

overall equilibrium in factor, goods and assets market.

6 Money and Interest Rates: Money and its role, measures of demand and supply of

money, money multiplier, interest rate and IS- LM framework.

7 Inflation and Deflation: Types of inflation, Inflationary gap, causes and consequences

of inflation, Reflation, Deflation; trends and measurements of inflation

in Indian Economy.

8 Monetary and Fiscal Policies: Objectives and Instruments of Monetary and Fiscal

Policies, Analysis of the policies in Indian Economy.

9 Business Cycles: Concept and phases of Business cycles, Theories of business cycles.

Text Book: MACRO ECONOMICS BY D.N. DWIVED **References:** SUNIL BHADURI – MACRO ECONOMICS

BUSINESS LAWS

COURSE CODE – MFTI – 5204

Course Objective

The objective of this course is to give basic knowledge of important business and economic laws applicable to Indian business houses so that decisions are taken in the legal framework.

Course contents

- (a) The Indian Contract Act.**-Definitions, capacity to contract, Essentials of a valid contract, Indemnity & guarantee. Bailment and pledge.
(b)The Sale of Goods Act.-Definitions, Sale and Agreement to sale, Condition & warranties, Caveat Emptor, Unpaid seller, Rights and duties, Auction sale.
(c) Law of Agency.- Agent and principal-classification of Agents. Modes of creation of agency- Estoppel, Holding out, Operation of law, Necessity Rights and Duties, Termination of Agency, Irrevocable Agency.
- The Negotiable Instrument Act** – Definition, Characteristics of a Negotiable Instrument, Bills of exchange, its essentials, Inland & Foreign Instrument, for the Negotiable Instrument Act;
- The Companies Act** – Meaning, Definitions, for Companies Act, Features, Formation, Share Capital., Provisions Relating to Directors.
- The Foreign Exchange Regulation Act**- Important Provisions, for (FERA1973/1974) and FEMA (1999/2000); salient Provisions
- The Partnership Act.**-Definition, Capacity, Essentials of Partnership, Modes of Partnership Registration, Duties & Liabilities of Partners, Termination, Partnership deed. Partnership Act:
- One/ Single member company** - Definition, Nature as per company Act 2012-13

Books (Text)

- Elements of Business and Economic Laws – N.D. Kapoor
- Commercial & Industrial Law – Sen & Mitra
- Element of Company Law – N.D. Kapoor
- Mercantile Law – M.C. Shukla
- Business Law – M.C. Kuchhal

COST ACCOUNTING

COURSE CODE:5205

COURSE SUMMARY & OBJECTIVES: The course is based on the fundamental aspect of Cost Accounting, which is obligatory for certain manufacturing companies. The aim of the course is to give the students basic knowledge of Cost Accounting system & various Costing Methods.

Course Contents

1. **FUNDAMENTALS OF COST ACCOUNTING:** Cost Accounting- Meaning, Objective, Advantages & Importance. Concept & Classification of Cost, Need for Cost accounting, Advantages and Limitations of Cost Accounting, Various techniques of Cost Accounting, Installation of Cost Accounting system, Cost Reduction, Cost Control and Cost Management, Cost Accounting, as compared with Financial & Management Accounting, Concept of Cost Audit.
2. **ELEMENTS OF COST-MATERIAL:** Concept and Types of Material, Accounting for Issue of Materials from stores; LIFO, FIFO and other methods, Concept and Importance of Inventory Management, Techniques of Material Control; Fixing Material Levels, EOQ, ABC and other Methods

ELEMENTS OF COST- LABOUR: Labour- Meaning & Classification.

Accounting for Labour : Methods of Wage Payment, Incentive Schemes, Labour

Cost Control Procedure, Misc. Concepts

3. **ELEMENTS OF COST- OVERHEADS:** Overheads- Meaning & Classification, Accounting for Overheads: Allocation, Apportionment & Absorption, Determination of Rates, Under & Over absorption of Overheads & their treatment under various methods.

4. UNIT OR OUTPUT COSTING, PROCESS COSTING:

- a. Unit or Output Costing: Preparation of cost sheet & statement of cost Preparation of Tender.
- b. Process Costing: Including Joint & By product, Inter process profit.

5. CONTRACT & JOB COSTING, OPERATING COSTING:

a.**Contract & Job Costing:** Complete contracts, incomplete contracts &

Estimated contracts.

b.**Operating costing:**Meaning,scope,characteristics, computing various

Special services of operating costing.

TEXT BOOK:

Cost Accounting- Principles & Practice by M.N. Arora (Vikas Publishing

House, New Delhi)

References:

Practical Costing by P.C.Tulsian

Practical Costing by Khanna, Pandey, Ahuja & Batra

Foreign language-1

Course code : 5206

UNIT 1 :

1. Phonetics Sounds
2. Numbers
3. Days of the week
4. Months of the year
5. Introduction to groups of verbs.

UNIT 2 :

1. 1st, 2nd groups and irregular verbs
2. Basic Grammar –I
3. Nationality
4. Professions
5. Sentence form translation

Unit 3 :

1. Basic Grammar-II
2. Festivals of France
3. Introduction of oneself in French
4. 3rd and 4th group verbs
5. Small Para translation

Unit 4 :

1. Basic Grammar –III
2. Civilization of France
3. Small Passage Writing
4. Translations (Eng-French)
5. Translation (French-English)
6. Unseen Passage

SCHOOL OF COMMERCE

Devi Ahilya Vishwavidyalaya, Indore

Subject Scheme and Syllabus

MBA (Foreign Trade) 5 Yrs. Integrated Programme

Session – July-December

Semester-III(July to December)

MBA(FT) -5301	W T O &Major Institutions in FT
MBA(FT) -5302	Human Resource Management
MBA(FT) -5303	EXIM Procedure and Documentation
MBA(FT) -5304	Business Mathematics and Statistics
MBA(FT) -5305	Management Accounting
MBA(FT)-5306	Foreign Trade Information System

WTO & MAJOR INSTITUTIONS IN FT

Course code: 5301

Course Objective

The objective of this course is to make the students aware of the significance of WTO and other major institutions in world trade, its place in the Global Trade environment and its effect on the Indian economy.

Course Contents

1. **WTO** - Origin and Development, Features, Objectives and Functions, Tokyo Round, Uruguay Round, Seattle Round, Doha Round, Cancun Round, Dimensions of WTO- GATT, GATS and TRIPS, Overview of GATT, Difference between GATT & WTO, Organisation structure of WTO, Scope & functions, Role of WTO in World Trade. General Principles.
2. **Agreements of WTO**- AOA, ATC, TRIPS, TRIMS, QUOTAS.
3. **UNCTAD** - Origin, Organization, Objectives and Functions and Principles, Membership and Voting Rights, **World Bank**- Origin and Development, Objectives and Functions, Membership and Management, Importance, India and World Bank. IFC and ADB - Origin, Objectives and Functions.
IMF- Origin History and Development, Organization and Management, Objectives, Functions and Importance, Membership and Quotas for Members, Determination of par values of different currencies, Advantages and Disadvantages, India and IMF.
4. **Regional Trading Blocks/ Economic Groups**: European Economic Community (EEC), ASEAN, SAARC, SAPTA. NAFTA, OPEC, G8, G10, G15, G20, G77, APEC, IORARC, D8, OECD, BRIC Alliance, ESCAP.
5. **Case studies** : Major cases of discussion in WTO including India

Books (Text)

1. The World Trade Organisation - A guide to the framework for International Trade - Bhagirath Lal Das.
GATT/WTO TRIPS, TRIMS and Trade in Services - N. Gopalswamy.
2. WTO in New Millennium - Arun Goyal
3. World Trade Organisation - K.R. Gupta
4. The WTO as an International Organisation - Anne O Krueger.

HUMAN RESOURCE MANAGEMENT

COURSE CODE: MFT - 5302

Course Objectives

The objectives of this course are to help the students develop an understanding of the dimensions of the management of human resources, with particular reference to HRM policies and practices in India. Attention will also be paid to help them develop their communication and decision making skills through case discussions, role-plays etc.

Course Contents:

1. **The Field of HRM:** An Overview, Concept and Functions, Personnel to HRM, ASTD HRM Model.
2. **Acquisition of Human Resources:** Objectives, Policies and Process of Human Resource Planning, Human Resource Planning in Evolving Small and Entrepreneurial Organization, Job Analysis, Job Description, Job Specification, Job Design (Nature of Job Design, Job Characteristics, Reengineering Jobs, Using Teams in Jobs ,Advantages and Disadvantages of Team Jobs, Consequences of Job Design), Recruitment,, Promotion and Transfer.
3. **Structure of Human Resource Management** The Human Resource Organization, Structure of Human Resource Management, Role and Responsibilities of the Human Resource Selection, induction, Placement Department (Administrative, Operational and Strategic Role of HR).
4. **Human Resource Policies:** formulation and Essentials of Sound HR Policies.
5. **Development of Human Resources:** Learning, Training and Development, Evaluation of Training and Performance Appraisal (Appraising individual and Team Performance), introduction to Career and Succession Planning.
6. **Maintenance of Human Resources:** Job Evaluation, Designing and Administering the Wage and Salary Structure, Compensation, Grievance Handling Procedure .
7. **Separation Processes:** Turnover, Retirement, Layoff, Retrenchment and Discharge, VRS (Mechanism of VRS, VRS in Public Sector and Private Sector), Rehabilitation of Surplus Employees.
8. **Emerging Trends and Challenges in HRM:** Economic & Technological Change, Work force Availability and Quality, Enhancing Organizational Performance, Expanding Human Capital, Ethics and HRM, HR Management Competencies and Careers – Knowledge of Business Organizations and Organization Culture, influence and Change Management, Specific HR Knowledge and Expertise.

Text Readings

1. Michael Armstrong, “**A Handbook of Human Resource Practice**”, London, Kogan Page, 8th Edn., 2001.
2. David S. Decenzo and VSP Rao, Ashwattapa “**Personnel/Human Resource Management**”, New Delhi, Prentice Hall, 3rd Edn., 1988.
3. Robert L. Mathis and John H. Jackson, “**Human Resource Management**”, 9th Edn., South Western College Publishing, 1995.

Suggested Readings

1. William B. Werther Jr. and Keith Davis, “**Human Resources and Personnel Management**”, Singapore, McGraw Hill, 4th Edn. 1993.
2. Arun Monappa and Mirza S. Saiyadain, “**Personnel Management**”, New Delhi, Tata McGraw Hill, 1995.
3. P Subba Rao, “**Essentials of Human Resource Management and industrial Relations: Text, Cases and Games**”, Mumbai, Himalaya, 2000.
4. Biswajeet Patanayak, “**Human Resource Management**” New Delhi, Prentice Hall India, 2001.
5. Holloway J. Ed., “**Performance Measurement and Evaluations**”, New Delhi, Sage Publications, 1996
- Guy V. & Mattock J., “**The New international Manager**”, London, Kogan Press, 1993

EXPORT – IMPORT PROCEDURE AND DOCUMENTATION

COURSE CODE: MFT - 5303

Course Objective

The objective of this course is to familiarize the student with the export – import policy of the government of India and to inform him about various authorities of the government, export organization, commodity, Boards and services institutions operating in the field of foreign trade.

Course Contents

Unit 1 :- Institution For Export Import Procedure all Government Authority

Unit 2 :- Export Procedure and Documentation – Major Steps, Documentation For Products, Documentation For Services, Clauses

Unit 3 :- Import Procedure and Documentation– Major Steps, Documentation For Products, Documentation For Services, Clauses

Unit 4 :- Roles of Customs and Central Exercise in EXIM Process

Unit 5 :- Containerization – Meaning of Containe, Evolution, Benefits, Drawbacks, Different Container Cycle, Container Freight.

Books

1. International Marketing Management – Varshney & Bhattacharya
2. Export Marketing – B.S.Rathore & J.S. Rathore
3. Foreign Trade Management – Verma & Agrawal
4. Foreign Trade Management in India – M.L. Verma
5. Export Management – R. Sharma
6. Export Import Procedures & Documentation-Khushpat S. Jain

BUSINESS MATHEMATICS AND STATISTICS

COURSE CODE: MFT - 5304

Course Objective

The objectives of the course are to equip the students with the mathematical and statistical techniques and their application to business problems. The emphasis will be on the concepts and application rather than derivations.

Course Contents

PART I – BUSINESS MATHEMATICS

1. **Theory of Equations**: Introduction, Degree of an equation, Solution of an equation, Linear equation in two variables and its application, Solution of quadratic equation and its application, Linear & Quadratic simultaneous equation.
2. **Differentiation concepts**: Derivatives of a function, derivatives of sum, difference, product and quotient, applications of differentiation in economic and managerial problems like marginal analysis, elasticity, Maxima and Minima.
3. **Integration Concepts**: Elementary integration, Integration by parts, Integration by partial fractions, definite integrals, economic application, consumer surplus and producer surplus.
4. **Sequences and Series**: Introduction to Arithmetic, Geometric and Harmonic Progressions, introduction to Discounting, Compounding, and Annuity.
5. **Determinants and Matrices with Business application**: Types of matrices, operations on matrices, adjoint matrix, inverse matrix, elementary row operations. Solution of simultaneous linear equations using matrices, input/output analysis.

PART II – BUSINESS STATISTICS

1. **Introduction to Statistics**: Meaning and Definition of Statistics, Scope and Limitations of Statistics, Role of Statistics in Management Decisions.
2. **Introduction to Measurement of Central Tendency and Dispersion** : Types of central tendency and its application. Introduction to Measures of dispersions, Types and its application.
3. **Probability Theory and Probability Distributions**: Concepts, additive, multiplicative, conditional

probability rules, Baye's Theorem, Binomial, Poisson and Normal distributions- their characteristics and applications.

4. **Correlation & Regression**: Introduction, types of Coorelation,Correlation:-Karl Pearson's and Spearman's Coefficient, Methods of computing simple correlation and regression.

5. **Time Series**: Time Series and its Components, Analysis, Models of Time Series, Methods of Studying Components of Time Series: Measurement of trend (moving average, exponential smoothing and least squares method), Measurement of seasonal variations (simple average, trend, and moving average method) Measurement of cyclic variations (residual method).

Text Reading

1. J.K. Sharma, "**Mathematics for Management and Computer Applications**", New Delhi, Galgotia Publication,
2. R. K. Ghosh and S. Saha, "**Business mathematics and statistics**", Calcutta, New Central Book Agency 9th Ed., 1999.
3. S. Saha, "**Business Mathematics and Quantitative Techniques**", Calcutta, Central Book Agency, 2000

4. Richard I. Levin and D.S. Rubin, "**Statistics for Management**", New Delhi: Prentice

Hall of India, 2000

5. S. P. Gupta, "**Statistical Methods**", New Delhi, Sultan Chand and Sons,

2001

Suggested Readings

1. J. N. Kapur and H. C. Saxena. "**Mathematical Statistics**", New Delhi,

Sultan Chand and Company Ltd., 20th ed., 2001

2. R. Jayprakash Reddy and Y. Mallikarynna Reddy, "**A Text book of Business**

Mathematics", New Delhi, Ashish Publishing House, 2002

3. K. B. Dutta, "**Matrix and Linear Algebra**", New Delhi, Printice Hall of India 1999

4. D. C. Sancheti and V. K. Kapoor, "**Statistics: Theory, Methods and Applications**",

New Delhi: Sultan Chand and Sons., 2001

5. D.N. Elhance, Veena Elhance and B. M. Aggrawal, "**Fundamentals of Statistics**" 2

MANAGEMENT ACCOUNTING

COURSE CODE: MFT - 5305

Course Contents

1. Introduction & Basic Concepts:

Introduction to Management Accounting, the Balance Sheet & related concept. The Profit and Loss account & related concepts. Difference between Management, Cost & Financial Accounting.

2. Analysis Of Financial Statements:

An overview of Financial Statement Analysis, Funds Flow Analysis. Cash Flow Analysis, Ratio Analysis Trend Analysis, Comparative Statement Analysis.

3. Control Tools & Variance Analysis:

Standard Costing and Variance Analysis, Marginal Costing, Break Even Analysis & CVP Analysis.

4. Budgetary Control:

Budget: meaning & its types, Fixed & Flexible Budgets, preparation of various types of Budgets viz Cash Budget, Production Budget, Sales & Revenue Budget and Flexible Budget.

5. Miscellaneous:

MIS & Reporting, Foreign Currency Accounting, Responsibility Accounting, Management Audit.

Text Book:

Management Accounting by S.P.Gupta (Sahitya Bhawan, New Delhi)

References :

1. I.M.Pandey
2. S.K.Bhattacharya
3. Khan & Jain
4. Latest Annual Reports of Listed companies.

Journals: 1. "THE MANAGEMENT ACCOUNTANT" (CIMA, LONDON)

2. "THE CHARTERED ACCOUNTANT" (ICAI, NEW DELHI)

FOREIGN TRADE INFORMATION SYSTEM

COURSE CODE: 5306

Unit -I : Concept of system- Characteristics of a system, Types of a system, concept of Data and Information, Characteristics of Information ,Types of Information System .

Concept of MIS - Definition of MIS, Characteristics of MIS, Components of MIS, Steps involved in MIS, Benefits of MIS, Limitations of MIS, Role of computers in MIS.

Unit -II : MIS Planning: Approach to MIS Development, MIS detailed Planning- Planning Techniques in MIS, MIS project Planning, MIS Implementation, MIS Controlling and Maintenance.

Unit-III :Data Processing Basics - Need for data processing, cycle, functions, and Components, Manual Data Processing System, Electronic data processing System(EDP), Flow charts- Advantages, Limitations, Types of software's, Telecommunication Softwares.

Unit- IV: Decision support system- Introduction, types of DSS, Components of DSS, Architecture of DSS, its Characteristics of DSS, Tools of DSS, System Development Life Cycle.

Unit V : System Design: Design Objectives, Processing Techniques, Input Design, Output Design, Forms, File Organization, Database.

References:

1. Management Information And control System: Dr. Sushila Madan, Taxmann's publication
2. Management Information Systems: O'Brien James , Tata-McGraw Hill
3. Management Information Systems: Sadagopal, S ,Prentice Hall.
4. Introduction to computer Information System for Business: Simkin, M.G , S.Chand & Co.

SCHOOL OF COMMERCE

Devi Ahilya Vishwavidyalaya, Indore

Subject Scheme and Syllabus

MBA (Foreign Trade) Post Graduate Programme

Session – January to June

Semister-4 (January to June)

MFT-5401	Quality Control in FT
MFT-5402	Management of MNCs
MFT-5403	India's Prospects in Foreign Trade
MFT-5404	Packaging and Distributaries Channels
MFT-5405	Transportation and Material Handling in Foreign Trade
MFT-5406	EXIM Policy of India

QUALITY CONTROL IN FOREIGN TRADE

COURSE CODE: MBA (FT)-5 Yrs – 5401

Course Objective:

The objective of the course is to highlight the significance of quality of the product exported as quality gives edge to the exporter in a competitive international market.

Course Contents:

Unit 1

Introduction: Quality Control; Concept, Need and importance of quality control in exports.

Unit 2

Procedure of Quality Control: Commodities covered under the quality Control and Pre-shipment Inspection, Export Inspection Agencies, Export Inspection Council, Quality standards for exports, System of inspection, Pilot Test House, Voluntary Inspection, Fee for Inspection, Export- worthy certificate, Procedure for handling complaints.

Unit 3

Legal Provisions regarding Quality Control – Export (Quality Control and Inspection) Act, 1963, Quality Control as per New EXIM Policy.

Unit 4

TQM: Total Quality Management, Concept, Importance, Advantages and Process

Unit 5

Quality Certifications: ISO – 9000, ISO – 9001 and other recent quality certifications **CASE STUDIES**

Books (Text)

1. Quality Assurance – J.M.Juran
2. ISO- 9000 Quality Management System – UNCTAD / WTO
3. Statistical Quality Control – M. Mahajan
4. Statistical Quality Control –E.L. Grant
5. Continuous Quality Improvement (Part I & II) – D.L. Shah
6. Total Quality Management: JE Ross
7. Total Quality Management: DH Besterfield, CB Michna: Prentice Hall

MANAGEMENT OF MULTI NATIONAL COMPANIES

COURSE CODE: MBA (FT)-5 Yrs – 5402

Course Objective:

The objective of this course is to provide detailed information about the formation and functioning of Multinational companies in the light of ongoing changes in the world economy.

Course Contents

Unit 1

Conceptual Background: Concept and Definition of MNCs, Characteristics and Types of MNCs, their Merits and Demerits, Evolution of MNCs; A Theoretical Perspective, The Three Phase Internationalization Model, MNCs in India, Reasons for growth of MNCs in India, Problems faced by MNCs in India, Current Scenario.

Unit 2

Modes of Entry for MNCs: Exporting- Advantages and Disadvantages, Turn-key Projects- Advantages and Disadvantages, Licensing- Advantages and Disadvantages, Franchising- Advantages and Disadvantages, Joint Ventures- Advantages and Disadvantages, Wholly Owned Subsidiaries- Advantages and Disadvantages, Strategic Alliances- Advantages and Disadvantages, Selecting Mode of Entry.

Unit 3

Organizational Structure for MNCs: Concept of Organizational Structure, Vertical Differentiation- Centralization and Decentralization, Arguments for and Against each of them, Horizontal Differentiation- International Division, Worldwide Area Structure, Strategic Business Units, Product Division Structure, Matrix Structure, Network Structure.

Unit 4

Coordination and Control in MNCs: Concept of Control and Implications, Establishing Control System- Balance between HQ and Subsidiary, Degree of Decentralization and Autonomy, Types of Control Systems- Personal Control, Bureaucratic Control, Output Control, Cultural Control.

Unit 5

Emerging Issues in Indian MNCs: Challenges of Globalization, Strategic Issues in Indian MNCs, Overcoming Liabilities of Indianness and Developing New Competencies, Future of Indian MNCs- Role of Government.

Esources: <http://www.icmrindia.org/courseware/books.asp>

INDIA'S PROSPECTS IN FOREIGN TRADE

COURSE CODE: MBA (FT)-5 Yrs – 5403

Course Objective: To understand the business relations of India with different countries & markets is to find out the future prospects of India's Foreign Trade.

Course contents:

UNIT I : Introduction of prospects of FT - History and introduction to FT, promotional measures in FT by Indian government, establish linkages between market and products and design business strategies with global perspective.

UNIT II : Product Category for Export– Generalized, Restricted, Blacklisted of Free Products and Services Etc.

Product Category for Imports – Generalized, Restricted, Blacklisted of Free Products and Services Etc.

UNIT III :- Thrust Products of India – Top Five Products of Export, Their Product Study, Marketing Study, SWOT Analysis, Government Policies And Support

Top Five Products of Import, Their Product Study, Marketing Study, SWOT Analysis, Government Policies and Support

UNIT IV: Thrust Market Study – Major trading partners of India 1. U.S.A. 2. European Union 3. Japan, 4. ASEAN, 5. China 6. South Africa 7. Middle East, study their geographic, demographic features, rules and regulation, Major Export and Import and |Trade Profile with India

UNIT V: Service Exports – Profile, Portfolio, rules, Major Partners, SWOT Analysis

Recommended Books

Thrust sectors in India's export - Edited by Dr. Saga Shanker saxena, Dr. M.L. Varma, B.Bhattacharya, M.S. Sachdeva

PACKAGING AND DISTRIBUTION CHANNELS

COURSE CODE: MBA (FT)-5 Yrs – 5404

Course Objective:

The Objective of this course is to help student learn the essentials of packaging the goods for export and export marketing channels.

Course Contents:

Unit 1 Introduction: Concept of Packing and Packaging – Distinction between packing and packaging, History of Packaging, Principles of Packaging , Types of Packaging, Cost of Packaging, Importance and Objectives of Sound export packaging, Functions of Packaging, Key Factors in export packaging, Criteria for Export Packaging, Role of Indian Institute of Packaging, Problems in Export Packaging and their Solutions.

Unit 2 *Packaging Materials:* Materials required in Packaging and their types, Common Materials in Packaging and emerging alternatives in Packaging, Selection of containers, Package Design, Marking and Labeling -, Packing list, Case marking and labeling, Export Marking on Outer Packing- Purpose of Export Making, Market Based Packaging, Packaging as a part of Product Planning in Exports,

Unit 3 Channels of Distribution in Exports: Physical Distribution Analysis and Export Distribution channels, Types of Foreign Intermediaries, Modes of Indirect Exporting – selling to an export house, selling to Resident buyers, selling through overseas import houses, Direct Exporting – Built in Export Department, self – contained Export Department, Separate Export Company, combination Export Manager, Joint marketing groups, Organization of Distribution in Foreign Trade.

Unit4

Selection of

Overseas Distribution Channel: Factors affecting channel decision – Product Characteristics, consumer factor, Middleman consideration, Company factors, Environmental factors. Selection of Channels – Approaches to channel strategy – gravity, push & pull approaches,

Unit 5

Case Studies In Distribution (10 Cases Ex. Retail

Wal-Mart, E-Commerce, Amazon, Beneton) Specific Reference To India (Maruti, Baleno, Reverse Logistics, Nissan)

Books

1. International Marketing Management – Varshney etc.
2. Foreign Trade Management – Dr. Varma & Agrawal
3. Export Marketing – B.S.Rathor & J.S. Rathor
4. International Business – Francis Cherunilam
5. Export Management – R. Sharma

TRANSPORTATION AND MATERIAL HANDLING IN FOREIGN TRADE

COURSE CODE: MBA (FT)-5 Yrs – 5405

Course Objective:

The objective of this course is to give an exposure to the student about the system of transportation of goods and material handling adopted in export and import of goods so that the objectives of economy of cost of transportation and safety of goods could be achieved.

Course Contents:

Unit 1 Introduction to Transportation: Transportation – Importance of transportation, Functions of transportation, Principles of transportation, Participants in transportation decision making, Element of transportation infrastructure , Introduction to Modes of Transportation, Advantages and Disadvantages of different modes, Criteria of choice of modes, Transportation pricing parameters.

Unit 2 Transportation & Logistics Practices: Practices in Road, Rail, Air & Water Transport, Freight Rate Structure of different modes. Multimodal Transport Network System in Foreign Trade- Its Advantages. Container and its Types, Advantages and Disadvantages, Concept of Dry Ports (Inland Container Depot), Port System & Subsystem.

Unit 3 Warehousing & Material Handling: Need, Classes of warehouse, Warehousing Strategy, location of warehouse, types , Designing of a warehouse, size of a warehouse, Functions & operations of a warehouse.–Definition, Scope Importance, Basic elements of Materials Handling, Basic components of Materials handling Importance of materials handling in LSCM, Types of handling equipments used- Their benefits and limitations,

Unit 4 Legal Aspects & Documentation : Legal Aspects of carriage of goods by Road, Rail, Water ,Air & Multimodal Transport , Documentation for transportation

Unit -5 containerization & maritime issues: - maritime frauds and un ethical trade practices, containerization :- functions of container, advantages and disadvantages, types and handling containerization in india, role of CONCOR in India.

Books

1. International Marketing – Onkvisit and shaw
2. Global Marketing Management – Keegan
3. Export Marketing – B.S. Rathore & J.S. Rathore
4. Logistics Management- S.K. Bhattachary

EXIM Policy of India

COURSE CODE: MBA (FT)-5 Yrs – 5406

Objective: The objective of this course is to acquaint students with the theoretical framework of international trade policy and trade promotion measures, especially with to India.

Course content:

Unit-1

India's Foreign Trade Policy: Meaning, types , need & importance, regulation of international trade, risk in foreign trade ,direction of India's foreign trade, Composition and Direction of India's Foreign Trade.

Unit-2

Foreign Trade Policy & control in India: Policy Making Bodies and Institutions, Their Roles and Responsibilities, Policy Measures on Exchange control in India.

Unit-3

Import substitution & export promotion policies: Export incentives – Duty Draw back and Duty Exemption Schemes, Refund of central excise, Export promotional capital goods scheme, DEPB, served from India scheme ,focus market scheme, focus product scheme, tax exemption.

Unit-4

Infrastructure Support for Export Promotion: Export Promotion Councils, Commodity/Products Boards, Federation of Indian Export Organisation, Indian Institute of Foreign Trade, Indian Institute of Packaging, Indian council of Arbitration, Indian Trade promotional organization, Special Economic zone (SEZ); export oriented units (100% EOUs), EHTP, STP,BTP, Export credit & guarantee corporation of India.

Unit-5

Foreign investment Policy: Meaning. Types, theories(Firm specific advantage & location), kind of companies preferred FDI's ,Advantage & disadvantage of FDI, FDI & economic development, FDI in India GDR(Global Depository Receipt) .

Unit-6

(New foreign trade policy) NFTP, Impact Of Budget & Fiscal Policies On Exim Sector.

References:

1. Export – Import policy; 2009-2014, Ministry of Commerce, Govt. of India.

SCHOOL OF COMMERCE

Devi Ahilya Vishwavidyalaya, Indore

Subject Scheme and Syllabus

MBA (Foreign Trade) 5 Yrs. Integrated Programme

Session – July-December

Semester-V(July to December)

MBA(FT) -5501	Consumer Behaviour
MBA(FT) -5502	State Trading in India
MBA(FT) -5503	Global Business Environment
MBA(FT) -5504	India's Foreign Trade-Trends And Strategies
MBA(FT) -5505	Direct Taxes
MBA(FT) -5506	Entrepreneurship

Consumer Behaviour

COURSE CODE : MFTI – 5501

Course Objective

The objective of this course is to expose students to the conceptual framework of Consumer Behavior

Course Contents:

Unit-1: INTRODUCTION TO THE STUDY OF CONSUMER BEHAVIOR: Diversity of Consumer Behavior – Concept and need for Consumer Behavior – Development of Consumer Behavior - Consumer Behavior models. Introduction to Consumer decision making model.

Unit-2: DETERMINANTS OF CONSUMER BEHAVIOR: Motivation- Personality -Perception – Learning – Attitudes and Behavior

Unit-3 EXTERNAL FACTORS INFLUENCING CONSUMER DECISION MAKING: Influence of Social class, reference groups and family influence. Impact of psychological & other external factors on consumer decision making.

Unit -4 CONSUMER DECISION MAKING PROCESS- Opinion leadership, Diffusion of Innovation, Analysis w.r.t. Consumer decision making model.

Unit :5- CROSS CULTURAL CONSUMER BEHAVIOR- Cross cultural consumer research, Cross cultural consumer analysis ,Issues in cross cultural consumer research, Impact of culture & subculture on consumer behavior, Dealing with culture in international markets, National identity, Enculturation vs Acculturation, Country of origin effects, , Alternative global marketing strategies, Cross cultural psychographic segmentation.

Unit-6: Case Study: Consumer Behavior, Analysis of different TV commercials in accordance with consumer behavior concepts

Suggested Readings:

- Consumer Behavior by Leon G.Schiffman & Leslie Lazar Kanuk
- Consumer Behavior implications for marketing strategy
- Consumer Behavior by Engel Blackwill & Miniard.

Supplements-

- Economic times- Brand equity
- Corporate Dossier
- Bussiness Times- The Strategist
- Business Line- The Catalyst

STATE TRADING IN INDIA

COURSE CODE : MFTI – 5502

Course Objective

The objective of this paper is to explain to the students the role played by State Trading Organisations in India's foreign trade.

Course Contents

1. **Ratio of State Trading** – Proper functioning of central Planning mechanism, as a source of revenue to supplement private sector, promote new export items, price stabilization.
2. **Canalisation of Imports** – Benefits – advantage of bulk buying, mopping of excess profits, equitable distribution; Items canalized; Role of state trading Corporation.
3. **Canalisation of Export** – To boost exports, to improve unit value realization, eliminate under – invoicing , improve bargaining power ; Items canalized ; Role of state trading organization.
4. **State Trading organizations** – STC , PEC , MMTC , MITCO , TTCL , Spices Trading Corporation Ltd. – Performance in exports and imports.
5. **Problem and future** – of state trading in India – Weaknesses of state trading in foreign trade , excessive government interference , Recent policy stance in state trading , Future of state trading in India.

Books

1. Foreign trade management – Dr. Varma & Agarwal
2. Export Marketing – Rathor & Rathor
3. International Marketing Management – Varshney & Bhattacharya

Global Business Environment

COURSE CODE – MFTI – 5503

Course Objective

The objective of this course is to familiarize the student with the environmental factors which have profound impact on export import business and to explain how to adjust with changing macro-micro environmental situation.

Course Contents

1. **International Business Environment:** An Overview : Nature, importance and scope; Environmental analysis – economic, geographic, socio-cultural, commercial, legal and political environments.
2. **Theoretical Foundation of International Business:** Theories of international trade; gains from international trade; Balance of Payments analysis.
3. **Instruments of Commercial Policy:** Tariff and non-tariff measures; arguments for and against protectionism.
4. **Current Trends and issues in international Trade:** Patterns and structure of World Trade; Trade in services, Introduction & function of WTO.
5. **Foreign Investment:** Types, motives and effects; present structure of Foreign Direct Investments and its impact on various sectors of economy.

Books (Text)

1. Essentials of Business Environment – K. Aswathappa
2. Business Environment – Francis Cherunilam
3. Business Environment – Chopra, R.K.
4. Legal Environment of Business – K. Aswathappa
5. Government Grading in India & France – IIFT
6. Marketing Segmentation – S.A. Sherlekar

India's Foreign Trade-Trends And Strategies

COURSE CODE : MFTI – 5504

Course Contents :

Unit-1. Introduction To Strategic Management :

- a) Meaning of strategy and strategic management
- b) The strategic management process

Unit - 2. External and internal analysis :

- a) **External analysis** : identification of industry opportunities and threats , porter's five forces model , industry life cycle Analysis
- b) **Internal analysis**: distinctive competencies, competitive advantage and profitability

Unit- 3. Strategies:

- a) Building competitive advantage through business level strategies
- b) Competitive industry and the industry environment

Unit-4 . Strategies In FT:

- a) Global strategies
- b) Corporate strategies

Unit-5 . Implementing Strategies:

- a) Implementation in single industries
- b) Implementation in different industries and countries
- c) Case studies of implementation.

Recommended Books

1. global marketing strategies :jeannet , jean Pierre and hennese .h
strategic management : charle w . L hill gareth r jones

Direct Tax

COURSE CODE : MFTI- 5505

COURSE CONTENTS:

UNIT 1. ACCESSIBILITY CRITERIA :

Definitions, Basic concept, person, Assessment year; previous year, assesses, Residential status; Incidence of tax of all assesses income is exempt from tax, Agriculture Income.

UNIT 2. COMPUTATION OF INCOME UNDER VARIOUS HEADS:

a. Income under head salary: Meaning of salary, Basis of charge of salary income, different forms of salary, different forms of allowances, perquisites, permissible deductions from salary income, tax treatment of provident fund & approved Question Practical Problems for computation of salary Income. Superannuation fund, special tax treatment of salary income of nonresident technicians. Questions (Practical Problems) for computation of Salary Income.

b. Income from house property:

- (i) Special Provisions when unrealized rent is realized subsequently.
- (ii) Mode of taxation of arrears of rent in the year of receipt, when such arrears are not charged to Income – Tax for any previous year.

c. Income under the head “Profits and gains of business or profession”:

- (i) Meaning of Business.
- (ii) Meaning of Profession/ vocation.
- (iii) Business income not taxable under the Head “profits and gains of business or profession.”
- (iv) Tax incidence arises in respect of all business or professions.
- (v) Scheme of Business deduction/ allowances.
- (vi) How and when undisclosed income/ investment are taxed (sec.68, 69, 69A, 69B, 69C, 69D).
- (vii) Special Provisions for computing income on ESTIMATED BASIS (Sec.44AD & 44AE)

d. Capital gains:

- (i) Basis of charge.
- (ii) Definition of “CAPITAL ASSETS”.
- (iii) Classification CAPITAL ASSETS as short term /Long term C.A..
- (iv) Definition of “TRANSFER” sec. Including list of transactions not included in transfer.
- (v) Valuation of capital asset; chargeability; computation of capital gain; short term and long term; computation of tax on capital gains. Exemption from capital gains.

e. Income from other sources: basis of charge; chargeable incomes; specific deductions; amount not deductible; computation of taxable income from other sources.

UNIT 3. “SET-OFF AND CARRY FORWARD OF LOSSES AND PERMISSIBLE DEDUCTIONS FROM GROSS TOTAL INCOME”.

- (1) Mode of set off and carry forward
 - (a) Inter Source adjustment under.
 - (b) Inter –Head adjustment in same asst. year.
 - (c) Carry forward of loss.
- (2) Basic rules governing deduction under section 80C to 80U & Rebate U/s 87A
Specially: - 80C, 80CCC, 80CCD, 80D, 80DD, 80DDB, 80E, 80EE, 80G, 80GG, 80TTA, 80U + Sec. 87A.

UNIT 4. COMPUTATION OF TAXABLE INCOME OF PART 1 :

- (i) **INDIVIDUAL** :- Including the provisions of clubbing of Income.
- (ii) **HUF**:- Including practical problems according to level .

UNIT 5. RETURN OF INCOME :-

- (i) Income Tax Return U/s 139(1).
- (ii) Return of loss U/s 139(3).
- (iii) Belated Return U/s 139(4).
- (iii) Revised Return U/s 139(5).
- (iv) PAN Permanent A/c No. U/s 139A.
- (v) Self Assessment U/s 140A.
- (vi) Interest on late filing of Tax return etc..
- (vii) Advance tax.

Books Recommended:-

1. Direct Taxes – Law and Practice – Vinod Singhnia
2. Direct Taxes – Ravi Kishore
3. Direct Taxes – J. P. Jakhotiya
4. Direct Taxes- Ahuja
5. Bare Acts and rules of the relevant taxes

Entrepreneurship
COURSE CODE - MFT-5506

Course contents

UNIT-I Concept of Entrepreneurship:

Meaning, definition and characteristics of entrepreneurship: Emergence of entrepreneurial class Theories of entrepreneurship: Role of Socio-economic environment, Characteristics/Qualities of Entrepreneur, Factors influencing Entrepreneurship, Function of Entrepreneurship, Definition between Entrepreneurship & Businessman.

UNIT-II Entrepreneurial Behaviour:

Innovation and Entrepreneur, entrepreneurial behaviour and motivation psycho-theories, social responsibility.

UNIT- III Forms of Entrepreneurship Organization:

Features, Advantage & Disadvantage, Sources of Finance for Entrepreneurship – Long Term & Short Term Advantage & Disadvantage.

UNIT-IV Promotion of a Venture:

Opportunity analysis, external environment analysis- economic, social & technological, competitive & risk factors, legal & tax consideration requirement for establishment of new unit, and raising of funds, venture capital sources and documentation required.

UNIT-V Entrepreneurship Project Management:

Stages in Project development, Idea Generation, Feasibility Study – Technical, Marketing, Finance, Economic & Social Appraisal, steps of Preparation & Project Report.

UNIT- VI Entrepreneurial Development Program (EDP):

EDP, their role and achievements, role of government in organising EDPs. Implementation of the project - Financial assistance through SFC's, SIDBI, Commercial Banks, Non financial assistance from MSME, SIDO,

UNIT-VII Role Of Entrepreneur:

Role of an entrepreneur in economic growth as an innovator, generation of employment opportunities, complementing and supplementary economic growth, bringing about, social stability and balanced regional development of industries.

Books (Text)

1. Tandon B.C: Environment and Entrepreneur; Chugh Publications, Allahabad.
2. Siner A David: Entrepreneurial Megabooks; John Wiley and Sons, New York.
3. Shrivastava S. B: A Practical Guide to Industrial Entrepreneurs; Sultan Chand And Sons, New Delhi.
4. Prasanna Chandra: Project Preparation, Appraisal, Implementation, Tata Mcgraw Hill. New Delhi
5. Pandey IM; Venture Capital- The Indian Experience, Prentice Hall of India

SCHOOL OF COMMERCE

Devi Ahilya Vishwavidyalaya, Indore

Subject Scheme and Syllabus

MBA (Foreign Trade) Integrated Programme

Session – January to June

Semester-6 (January to June)

MFT-5601	Export Incentive and Institutional Support
MFT-5602	Foreign Trade Promotion in India
MFT-5603	Financial Management
MFT-5604	Indirect Taxes
MFT-5605	Quantitative Techniques in Foreign Trade
MFT-5606	E-commerce

EXPORT INCENTIVES & INSTITUTIONAL SUPPORT

COURSE CODE : MFT- 5601

Course Objective :

The objective of this course is to familiarize the students with the various types of incentives provided by the government for promotion of exports and give information about institutions established to support exports from India,

Course Contents :

1. Export Incentives - need for incentives , forms of incentives
2. New system of Export Assistance – direction of imports into three categories , EPCG Scheme , Duty exemption scheme , Advanced licenses , special Imprest license , Pass Book Scheme.
3. Incentives to Trading
4. Houses - Export Houses , Trading Houses , Star Trading Houses , Superstar Trading Houses.
5. Other Facilities – Free Trade Zones , 100 Percent Export- oriented units , assistance for reducing the price disadvantage , assistance in the area of marketing , Export Finance , Insurance of Risk
6. Institutional Support – Department of commerce , Commodity organizations , service institution , Indian council of Arbitration , Export Corporations. Trade Representatives abroad , RBI , Warehousing.

Books

1. Export Marketing – Rathor & Rathor
2. Foreign Trade Management – Dr. Varma & Agrawal
3. International Marketing Management – Varshney & Bhattacharya
4. How to Export - Nabhi Publication

Foreign Trade Promotion in India

COURSE CODE : MFT– 5602

Course Objective

This course has been designed to train the student in the art of global advertising, media selection, sales promotion and developing sales force with the objective of enlarging export import business.

Course contents

1. Global advertising – global market segmentation and advertising strategy advertising media, branding, selecting of advertising agency.
2. Media planning and analysis – tactical considerations ,specific media information ,media limitation legal and tax consideration ,language limitation ,cultural diversity production and cost limitation international control of advertising .
3. Sales promotion – sales management for exporters ,export sales organizationsexport salesman – characteristics ,recruitment and training ,routing of salesman , foreign language skills ,sales promotion restrictions
4. Export promotion – export promotion organization, ECGC, ITPO,DGFT,DGS&D ,DGCI&S, CGPD TM,SEZ,APEDA,FIEO, IIFT, ITP, MPEDA, Boards- rubber , coir, coffee, tea, spices ,tobacco etc. and councils.
5. Case Studies Of Promotion In Exim Sector. (5 cases compulsory)

Books

1. Global Marketing Management – Warren J Keegan
2. Export Marketing – Rather and Rather
3. International Marketing –Ncateora, P.R.
4. International Marketing – Onkvisit& Shaw
5. International Marketing G Management- Varshney& B Bhattacharya

Financial Management

COURSE CODE: MFT – 5603

Course Objective: This course is designed to enhance the understanding of the fundamental concepts of financial management, as related to a corporate organization.

Course Contents:

Unit 1: Financial Management: An Introduction - Concept and Nature of financial Management, Goals of Financial management, Finance function, Scope of Finance. Organization of Finance Function, Relationship of Finance Function with other disciplines, Role and Functions of finance manager.

Unit 2: Working Capital Management: Introduction, nature & concepts. Planning for Working Capital management, Determination of financing mix, Determinants of working capital, Estimation and Calculation of Working Capital, Numerical problems, Working Capital Finance, Various modes/ methods of WC Financing.

Receivables Management: Objectives, costs, benefits, Credit policies. Collection policies. Numerical Problems.

Inventory Management: Objectives, cost & benefits of holding Inventory. Techniques: ABC system, EOQ model, Numerical problems.

Unit3: Sources Of Long Term Funds: Concept, Debt and Equity, Equity and Preference Shares, Debentures, Term Loans, etc. Lease, Hire purchase & Project financing. Venture Capital finance.

Unit 4: Time Value of Money :- Concept of Present Value And Future Value, Numerical problems.

Unit 5 : Cost of Capital, Leverage Analysis, Capital Structure – Concept and Numerical problem.

Unit 6: Capital Budgeting: Introduction, Importance, Difficulties and kinds of CB Decisions, Basic Data Requirements, Appraisal Criteria's; DCF and Non DCF Methods for Evaluating Projects, Numerical Problems.

Unit 7: Dividend Policy - Concept, types and significance, determinants of dividend policy.

Books Recommended: Text Book:

Financial Management by Khan and Jain

Financial Management by I.M. Pandey

Financial Management by Prashana Chandra

Fundamental of Financial Management by Horne & Wachowizz

Indirect Taxes
COURSE CODE: MFT-5604

COURSE CONTENTS

UNIT I : “CENTRAL EXCISE DUTY”:

- (a) Laws Relating to Central Excise (Including rules & Constitutional Background)
- (b) Taxable/Dutiable Event, definition of Manufacture/ Deemed manufacture& Manufacturer Under different cases.
- (c) Definitions. : (i). Excisable goods. (ii) Job workers.(iii) Captive Consumption
- (d) **CENTRAL EXCISE TARIFF ACT (CETA)**
 - Classification of Goods Rules.
 - Determination of Tariff Headings.
- (e) Valuation of Goods:
 - MRP Bored goods valuation.
 - Transaction value is value,
 - Valuation rules.
 - Valuation on capacity/ compound levy etc,
- (f) Concessions for SSI UNITS
- (g) Types of Excise duties:
 - Rate of duty.
 - Composition of Duty.

UNIT II: “Service Tax”

- (i) Back ground of service tax.
- (ii) Concept of negative list instead of positive list of services.
- (iii) Definitions:
- (iv) Exemption, Abatements and compositions in Service Tax.
- (v) Classification and valuation of service.
- (vi) Person liable to pay service tax provision of reverse charge.
- (vii) Payment of Tax, Registration and service tax returns.

UNIT 3. “CUSTOMS DUTY”:

- (i) Basics and charge of duty (In Detail).
- (ii) Definitions (Venous).
- (iii) Various types of Duties.
- (iv) Valuation rules of Import/ Export goods,.
- (v) Exemptions, Abatement, Remission of duty.
- (vi) Import & Export Procedures.

UNIT 4. “CENVAT CREDIT FOR EXCISE DUTY AND SERVICE TAX RULE 2004”:

- (i) Eligibility of CenVAT Credit.
 - various definitions, (input goods, capital goods, etc.) (output service, input service etc.)
- (ii) Utilization of CenVAT Credits.

Contd..2..

UNIT 5. VAT (Value Added Tax):

- (i) Various Definition.
- (ii) Incidence of tax and different rates of Tax.
- (iii) Registration procedure etc.
- (iv) Return and self assessment.
- (v) Determination of value, payment of VAT.
- (vi) Relief; Exemptions & Repayments.

Books Recommended:-

1. Indirect Taxes- Law & Practices- V.S. Datey
2. Indirect Taxes- Jakotiya
3. Indirect Taxes- Ravi M.Kishore
4. Indirect Taxes- Dr. Sanjeev Kumar
5. Indirect Taxes- Yogendra Bangar & Vandana Bangar
6. Indirect Taxes-Snowwhite Publications.
7. VAT Ready Reacnor- Saxena
8. Income Tax – Dr. Vinod Singhani

QUANTITATIVE TECHNIQUES FOR FOREIGN TRADE

COURSE CODE : MFT-5605

Course Objective :

The objective of this course is to give training to the students in using quantitative and statistical methods in analyzing data, inferring and decision making in foreign trade.

Course Contents

UNIT 1: Introduction- Introduction, Meaning, Scope, Advantages, Techniques and limitation of Quantitative Techniques.

UNIT 2: Linear Programming: Meaning of LPP, Graphical and Simplex Method of LLP, Big M Method, Advantage and limitations.

UNIT 3: Transportation Model: Introduction, Assumptions, Mathematical Formulation, Initial Basic Feasible Solution, Vogel's Approximation, Optimization using Modi and Stepping stone Method.

UNIT 4: Assignment Problems: Assignment Problem: Introduction, Optimal Solution, Maximisation, Crew, Unbalanced Assignment Problems.

UNIT 5 :Waiting Line Models: Introduction, Scope in Management Decisions, Queuing Models M/M/1 (Infinite and Finite Population), probability calculations and application of M/M/C (Infinite population).

UNIT 6: Inventory Management : Introduction to Inventory Management, Types of Inventory Models.

UNIT 7: Game Theory & Simulation: Introduction to Games, Maximum and Minimum Principles, Pure and Mixed Strategies, Solutions of Games using Algebraic and Graphical Methods. Introduction to simulation, Monte Carlo Technique and its applications.

Text Reading

1. N. D. Vohra. "**Quantitative Techniques**", New Delhi: Tata McGraw Hill Publications, 15th Ed.
2. Hamdy A. Taha, "**Operations Research: An Introduction**", New Delhi: Prentice Hall of India Pvt. Ltd.
3. Haruly M. Wagner, "**Principles of Operations Research with application to managerial decisions**", New Delhi: Prentice Hall of India Pvt. Ltd, 2nd Ed., 1996.
4. P. K. Gupta and D. S. Hira, "**Operations Research**", New Delhi: Sultan Chand Publications, 2000.

E-commerce

COURSE CODE : MFT – 5606

Objective: To have knowledge about computers in the field of E-Commerce.

Contents:

Unit-1: Introduction: Meaning, Types of E- Commerce, Functions of E- Commerce, Phases of e-commerce, E-commerce business models, Technologies for E- Commerce.

Unit-2: E-payments:- Introduction, Establishing E-payment, EDI, Benefits of EDI, EDI implementation, Electronic payment models, Card based payment model, Electronic payment instruments.

Unit-3: Security & legal issues, E-commerce security factors, E-commerce security threats, E-commerce security protocols, N/w & server level security, Firewall, Proxy servers

Unit-4: Web Terminology: - Domain Name, IP address, HTML, HTTP and Internet Media.

M- Commerce: Introduction, Application, M- Payment Cycle.

Unit-5: Networking: Basic elements in networking, Network topology, Common network services file services, print services, message services, application services, database services, Different types of network- LAN, WAN, MAN, VAN, SAN, Networks connecting devices.

References:

1. Doing Business on the Internet E-COMMERCE (Electronic Commerce for Business): Jaiswal, Galgotia Publications
2. Electronic Commerce: Greenstein, Merylin, Tata Mc.Graw Hill
3. E-Commerce: Schneider, Thomson Publication

SCHOOL OF COMMERCE

Devi Ahilya Vishwavidyalaya, Indore

Subject Scheme and Syllabus

MBA (Foreign Trade) 5 Yrs. Integrated Programme

Session – July-December

Semester-7 (July to December)

MFT-5701	International Marketing Management and CB
MFT-5702	Multinational Financial Management
MFT-5703	Managerial Economics
MFT-5704	Accounting for Managers
MFT-5705	Insurance and Risk Management in Foreign Trade
MFT-5706	Foreign Language II
MFT-5707	Statistical Analysis and Research Methodology

MBA(FT)5Yrs.Semester-VII

INTERNATIONAL MARKETING MANAGEMENT & CONSUMER BEHAVIOUR Course Code: MFT-5701

Course Objective

The objective of this course is to expose students to the conceptual framework of international marketing management & Consumer Behavior

Course Contents:

Unit-1:INTRODUCTION TO INTERNATIONAL MARKETING: Definition, Nature and significance; Scope & Importance of international marketing, International Marketing Environment, SLEPT analysis, Challenges in international marketing, International market orientation - EPRG framework; Stages in Domestic to Global Evolution,

Unit-2:DECISION MAKING IN INTERNATIONAL MARKETING: International Marketing Decision, Market Selection Decision, Entry or operating Decisions, Marketing Mix Decisions. International Market Entry Evaluation Process. A frame work for International market analysis.

INTERNATIONAL MARKETING STRATEGIES & ELEMENTS OF INTERNATIONAL MARKETING MIX. (Product, Price, Place, Promotion)

International Market-Segmentation, Targeting,& Positioning ,

UNIT-3: PRODUCT – International Product Life Cycle, New product Development, Diffusion of innovation ,Standardization vs Adaptation of products, Packaging & Labeling International

UNIT-4 : INTERNATIONAL PRICING STRATEGIES & ISSUES- Types of cost in export marketing, Pricing Objective, Factors affecting pricing, International pricing methods/Approaches.(Transfer pricing, Dumping, Barter Exchange, Export Pricing & structure)

UNIT-5: MANAGING INTERNATIONAL DISTRIBUTIONAL CHANNELS- Choice of Distributional Channels in different Markets , Intermediaries in International Distribution, Merchants & Agents, Channel Design Decision, International Channel System, Direct & Indirect channel ,Types of Middleman & cooperative agent-Advantages & Importance. Channel Levels.

UNIT-6: ADVERTISING & SALES PROMOTION - Communication Mix -Advertising and other types of Promotion, International Advertising , Media choices for International Advertising , Cultural issues & international marketing communication ,Promotion, Personal Selling, Promotional objectives, Major decisions in International Marketing communication, Advertising Standardization, Role of Export promotion Organisation, Personal Selling Process, Constrains in global communication strategies.

Unit:7- INTERNATIONAL MARKETING & CULTURE -Cultural Issues in International Marketing, Characteristics of culture, The invisible hand of culture, Terpestra & Sarathy Cultural Framework, Hofstede's dimensions, Other cultural Dimensions.

Suggested Readings:

1. International Marketing by Francis Cherunilam.
2. Consumer Behavior by Leon G.Schiffman & Leslie Lazar Kanuk

MULTINATIONAL FINANCIAL MANAGEMENT

COURSE CODE: MFT -5702

Course Objective: The objective of this course is to make student aware of the conceptual framework within which the key financial decisions of multinational firm are analyzed.

Course Contents:

- 1. MULTINATIONAL FINANCIAL MANAGEMENT:** Multinational Financial System, Growth and importance of international finance: Types of risk in international finance; Rewards in international finance, L.T & S.T. Financing of foreign trade.
- 2. MULTINATIONAL WORKING CAPITAL MANAGEMENT:** Short-term overseas financing sources; International management of cash, accounts receivable and inventory management.
- 3. MULTINATIONAL INVESTMENT DECISIONS:** Capital Budgeting for multinational corporations.
- 4. INTERNATIONAL FINANCING:** Equity financing, bond financing, bank financing, direct loans, Government and development bank lending, Capital structure & cost of capital.
- 5. PORTFOLIO INVESTMENT:** Benefits of International portfolio investment, spreading risk, international capital asset pricing, international diversification.
- 6. ISSUES CONCERNING MULTINATIONAL ACCOUNTING & FINANCE:** Transactions; Multinational transfer pricing and performance measurement; International accounting standards.

Books:

1. International Financial Management - P.G.Apte. Tata Mcgraw Hill
2. Multinational Finance – Buckley, Adrian.
3. Multinational Financial Management – E.E.Carter, R.M.
4. International Financial Management - Jeff Madura, Thamsan South West Publication
5. Multinational Financial – Madhu vij, Excel books

MBA (FT) 5Yrs. Semester-VII
Managerial Economics
Course Code: MFT-5703

Objective

To make the students understand the application of economic tools and logic to business decision making; demand forecasting and pricing method

COURSE CONTENT:

1. Introduction: Definition, Meaning, Scope of Managerial Economics , Managerial Economics - Role and Responsibilities of Managerial Economics.

2 Demand Fore-Casting : Meaning - Purpose & methods – Criteria for good fore - Casting.

3 Managerial Decision Making : Risk and Uncertainty - Elements of Decision

Theory - Classification of Managerial Problem - Decision taking under certainty and uncertainty - Cost control & Cost Reduction.

4 Pricing Methods - Full cost Pricing, target pricing, Going rate pricing -customary pricing, differential pricing - Specific pricing methods - pricing anew product - pricing over the life cycle of a product - product line pricing -mark up and mark down pricing by retailers - Resale price maintenance - Duel pricing - Brand Value.

5 Theory of firm: - Managerial theory of firm: Profit and Sales Maximization, Managerial Discretion.

6 Profit Planning:- Theories of Profit, Break even analysis

References:

1. Managerial Economics Peterson & Levis
2. Managerial Economics - P.L. Mehta
3. Managerial Economics – D.M. Mithani
4. Business Economics by D. M. Mithani, Himalaya Publishing House
5. Managerial Economics by P.L. Mehta, Sultan Chand Publication

ACCOUNTING FOR MANAGERS

COURSE CODE: MFT – 5704

Objective: The objective of the subject is to acquaint students with concepts of Financial and Cost Accounting and help them acquire the ability to develop and use the accounting data as an aid to decision making.

Course Contents:

1. **FUNDAMENTALS OF FINANCIAL ACCOUNTING:** Meaning and definition of accounting, Need and functions of accounting, users of accounting information, importance and limitations of accounting, Relationship of accounting with other disciplines, Accounting Principles-Concepts and Conventions, An introduction to Accounting Standards and US GAAPs. Concept and definition of Double Entry System, Process of Accounting, various stages of DES accounting: Journal, Ledger, Trial Balance, Preparation of Final Accounts with adjustments.
2. **FUNDAMENTALS OF COST ACCOUNTING:** Concept of Cost, Classification of Cost, Elements of Cost, Need for Cost accounting, Advantages and Limitations of Cost Accounting, Various techniques of Cost Accounting, Installation of Cost Accounting system, Cost reduction, Cost Control and Cost Management, Preparation of Cost Sheet, Numerical Problems.
3. **INTRODUCTION TO MANAGEMENT ACCOUNTING:** Introduction to Management Accounting, Balance Sheet & related concepts, Profit/Loss account & related concepts, Needs, Importance and Limitations of Management Accounting, Difference between Management, Cost & Financial Accounting.
4. **ANALYSIS OF FINANCIAL STATEMENTS:** An overview of Financial Statement Analysis, Objectives, Methods and Importance, Ratio Analysis, Funds Flow Analysis, Cash Flow Analysis, Numerical Problems.
5. **MARGINAL ANALYSIS AND DECISION MAKING:** Marginal, Absorption and Differential Costing, Break Even Analysis & CVP Analysis. Budget, it's meaning & types, Fixed & Flexible Budgets, Preparation of various types of Budgets, viz: Cash Budget, Production Budget, Sales & Revenue Budget Flexible Budget, Standard Costing and Variance Analysis.

TEXT BOOKS:

Financial A/c for Management by Ambrish Gupta(Pearson Education)

Accounting for Managers by M.E.Tukaram Rao (New Age)

Management Accounting by S.P.Gupta (Sahitya Bhawan, New Delhi)

REFERENCES BY:

1. I.M.PANDEY
2. S.K. BHATTACHARYA
3. KHAN & JAIN
4. AGRAWAL, AGRAWAL, JAIN – Ramesh Book depot.

INSURANCE AND RISK MANAGEMENT IN F.T

COURSE CODE: MFT -5705

Course Objective

The objective of this course is to make student aware of the contracts and regulations of Insurance, various types of risks, legal risks, Cargo risk, Credit risk and Exchange fluctuation risk.

Course Contents

1. **THEORY OF INSURANCE**: Costs and Benefits of Insurance, Elements & Principles, Insurance Contracts, Types of Insurance, Rating of Insurance Products, IRDA – a Insurance Regulator
2. **INSURANCE CONTRACTS & REGULATIONS**: Analysis of Insurance Contracts, Legal and Economic Environment of Insurance Business, Underwriting Process and Methods, History & Reasons for Insurance Regulations.
3. **INTRODUCTION TO RISK MANAGEMENT**: Concepts & functions, Process & Methods of Risk Management in insurance sector.
4. **TYPES OF RISKS** – Commercial risks, Political risks, Legal risks, Cargo risks, Credit risks, Exchange fluctuation risk.
5. **MANAGING OF RISKS** – Marine insurance policy, Role of Export Credit and guarantee Corporation in covering various schemes. Financial Guarantees, Overseas Investment Insurance.

Books

1. Risk Management & Insurance – Mark S. Dorfman
2. Principles of Risk Management & Insurance – George E.Rejda
3. Risk Management & Insurance – Harrington Niehaus
4. Fundamentals of Insurance – P.K.Gupta
5. Principles and Practice of Insurance – Dr.P.Periasamy

STATISTICAL ANALYSIS AND METHODOLOGY

COURSE CODE:MFT-5707

Course Objective:

The objective of this course is to give conceptual and practical training to the student in conducting desk and field research for export and import market of goods by collecting, tabulating, analyzing and interpreting relevant data.

Course Contents:

PART – I STATISTICAL ANALYSIS

UNIT 1: Introduction – Definition, Scope, Application, Limitation of Statistics, Types of Data, Sampling Methods, Presentation of Data.

UNIT 2:Probability and its Distributions: Concepts, Additive, Multiplicative, Conditional Probability rules, Bay's Theorem, Binomial, Poisson and Normal Distribution- their characteristics and Application, Statistical Theory: Decision making process, Decisions under Uncertainty and Risk.

UNIT 3: Co-relation & Regression:- Introduction, types of Correlation (Karl Pearson's and Spearman's Coefficient), Methods of computing simple correlation and regression.

UNIT 4: Index Numbers and Time Series:

Time Series: Time Series and its Components, Analysis, Models of Time Series, Methods of studying components of Time Series: Measurement of trend (moving average, Exponential smoothing an least squares method) Measurement of seasonal variation (Simple Average, Trend and Moving Average method) Measurement of Cyclic Variations (residual method).

Index Numbers: Concepts, Uses & Problems in construction of Index Numbers, Methods of constructing Index Numbers, unweighted and weighted index number.

UNIT 5: Introduction to Research and Research Design: Role and objectives of business research, types of research, research process: Overview, problems encountered by researcher.

Research Design: Selecting research problem, defining research problem, need for research design, features of a good research design and different research designs.

UNIT 6 : Data Collection and Hypothesis Testing : Collection, Organization, Presentation, Hypothesis testing and statistical influence (Introduction to methodology and Types of errors) introduction to sample tests for univariate and bivariate analysis using normal distribution.

UNIT 7: Report Writing: Steps in report writing, Layout and Presentation in Writing Report.

Text Reading:

- 1 Richard I. Levin and D.S.Rubin "Statistics for Management" Prentice Hall of India.
- 2 Anderson Sweeney William " Statistics for Business and Economics" Thomson South Western
- 3 William G. Zikmund, "Business Research Methods", Orlando: Dryden Press.
- 4 S.P. Gupta "Statistical Methods" New Delhi Sultan Chand and Sons.
- 5 Fred N Kerlinger, "Foundations of Behavioural Research", New Delhi: Surjeet Publications.
- 6 C. R. Kothari, "Research Methodology: Methods and techniques", New Delhi: Vishwa Prakashan.

Suggested Readings:

- 1 D.C. Sancheti and V.K. Kapoor "Statistic: Theory, Methods and Application" New Delhi Sultan Chand and Sons 2001.
- 2 D.N. Ethance, Veena Ethance and B.M. Aggrawal, Fundamentals of Statistics" Allhabad Kitab Mahal 1996.

SCHOOL OF COMMERCE

Devi Ahilya Vishwavidyalaya, Indore

Subject Scheme and Syllabus

MBA (Foreign Trade) Integrated Programme

Session – January to June

Semester-8 (January to June)

MFT-5801	Global Business Communication and Public Relations
MFT-5802	Export Import Management
MFT-5803	International Economics and Trade Theories
MFT-5804	Computer Application in Foreign Trade
MFT-5805	Taxation in Foreign Trade
MFT-5806	Services Marketing in Foreign Trade
MFT-5807	Research Project (Minor)*

GLOBAL BUSINESS COMMUNICATION & PUBLIC RELATION

COURSE CODE : MFT– 5801

Course Objective

The purpose of this course is to familiarize the students with the special terminology used in export import business and equip him with the expertise in writing global business letters concerning all aspects of foreign trade with the objective of developing exports and import business.

Course contents

1. **Introduction – Defining** Communication, Communication Process, Channels of Communication-Formal & In formal, Forms of Communication-Verbal& Non-Verbal, Role of culture in global Communication, Varied non –verbal communication across cultures& countries.
2. **Objective of export correspondence& Terminology** – Essentials of successful letters, advantage of export correspondence – Building confidence and establishing strong trade relation. Meaning of special terms used in export import business; Inco-terms and terms of payment.
3. **Market Reports & Correspondence** – Reading, Comprehending and writing of market reports relating to export & import of different goods. Practice in writing of business letters relating to all aspects of export & Import of visible and non- visible items ; Filing and Indexing.
4. **Public Relations** – Concept, PR, Press, agency, Publicity, propaganda, Tools of PR.
Writing Press Release, Laws & Ethics in PR.
5. **Digital PR, PR in age of New Media**-- Challenges & opportunities, Crisis
Communication with recent examples. Building on line corporate community.

Books

1. Export Marketing – B.S. Rathore & J.S. Rathore
2. Communication & Research for Management – V.P. Michael
3. Effective Business Communication – Murphy
4. Communication for Business & Management – Sigband , Norman
5. Business Communication – V.S. Rai & S.M. Rai

EXPORT IMPORT MANAGEMENT

COURSE CODE : MFT-5802

Course Objective:

The course aims at providing thorough grounding to the students about the intricacies and complexities of the import procedural formalities and incidental documentary requirement for conducting import trade.

Course contents:

1. **Export Planning:** Introduction, Nature and steps of planning, product planning, planning for exports. Marketing Research and export market planning need & challenges of export market plans. Informational base for planning selecting export markets.
2. **Import Planning:** Types of importers, Import Process, Determining import requirement, sources of supply, Information for imports, Import License compilation & analysis for imports.
3. **Procedure & Documentation:** Import regulation & Policy, License, Restricted items, Import procedure and duty payment, Exim policy of 2009-2014 major highlights and incentives.
4. **Market Entry Strategies, distribution and transportation, International pricing:** Direct & Indirect exports, types of export distribution channels & factors affecting choice of channels, transportation system and types of transportation, choice of transport criteria , Pricing for exports, price strategies/methods essential matters of export pricing.
5. **Export promotion, packing for exports:** Advertising, trade fairs and exhibitions, personnel selling & export personnel management, promotion of products/services abroad. Packing and packaging for exports, objectives of good export packing factors influencing export packing.

Books (Text)

1. International Marketing Management – Varshney etc.
2. How to Import – Nabhi Publication
3. Export marketing – B.S.Rathore & J.S.Rathore
4. Export Import management – Asseem Kumar

INTERNATIONAL ECONOMICS AND TRADE THEORIES

COURSE CODE: MFT 5803

Course Objective:

This course is designed to enhance the understanding of the International Economics & Trade theories.

Course Contents:

UNIT I: Theories of International Trade

The Nature Of International Trade, Concept and Importance of International Economics, Scope of International Economics, Characteristic Features of International Trade, The Classical Theory of International Trade, Haberlers Opportunity Cost Theory of International Trade, Heckscher - Ohlins Theory of International Trade, Recent Development In Theories Of International Trade: An Overview

UNIT II: International Finance

International Capital Movements, Balance of Trade and Balance of Payments, Measures to Correct Balance of Payments Disequilibrium, Gold Standard, Purchasing Power Parity Theory, Foreign Exchange Rates Policy, Policy of Exchange Control

UNIT III: Trade and Development

Commercial Policy and Economic Development of Less Developed Countries, Foreign Capital and Developing Countries, International Trade and Economic Development, Euro-Dollar Market, Regional Economic Integration Among Developing Countries.

UNIT IV: The World Economy

International Cooperation, International Bank for Reconstruction and Development,

International Development Association (IDA), International Finance Corporation (IFC) and

The Asian Development Bank (ADB), Regional Economic Cooperation

UNIT V : International Investment and International Liquidity

Globalisation of Financial Markets: International Finance Hub, Major Issues Of The International Monetary System: International Liquidity. The Problem Of International Liquidity

References:

International Economics by Dr. Nirmala Bhalerao and S.S.M. Desai

International Economics by Dr. D.M. Mithani

The Essence of International Economics by Dr. D.M. Mithani

Introduction to International Economics by Dr. D.M. Mithani

COMPUTER APPLICATION TO FOREIGN TRADE

Course code:2207

Course objective: The objective is to produce advanced skills in computer area in Export- Import office.

Unit-1:

E-commerce in foreign trade: Meaning, Types of E-Commerce, Functions of E-Commerce , Technologies for E-Commerce.

Unit-2:

Concepts of E-Payments: Understanding E-Payments, Establishing E-Payment system, Credit card transaction, SET standards.

Office Automation equipments: Fax, E-mail, Video Conferencing, and Voice Mail.

Unit-3:

Web Terminology: Domain name & its registration, HTML web designing.

Internet Internals: IP Addressing, Internet Connectivity options.

Unit-4:

E-Services: In Banking, In Retailing, Supply Chain Management (SCM) and E-Commerce.

M-Commerce: Introduction, M-Commerce application, M-payments.

Unit-5:

Case Studies: Role of Information technology in Foreign Trade.

REFERENCES:

- 1) COMPUTERS TODAY : S.K. Basandra ,Galgotia Publication.
- 2) COMPUTERS FUNDAMENTALS: P.K. Sinha,BPB publications.
- 3) UNDERSTANDING ELECTRONICS COMMERCE- Microsoft.

TAXATION IN FOREIGN TRADE
COURSE CODE: MFT – 5805

Course Objective :

This course focuses on the acquisition of information about the need and sources of tax for exporters and importers.

Course contents

Elements of indirect Tax:

Unit I: INDIAN CUSTOMS ACT, 1962 (Basics & Valuation)

1. Basics concepts, custom tariff & types of custom duties, valuation.
2. Warehousing.

Unit II: OTHER PROVISION OF CUSTOM ACT, 1962

1. Importation & Exportation.
2. Duty Drawback Rules.
3. Other Procedures.

Unit III: Basics of Central Excise Act, 1944 & Provision of Service Tax related to Foreign Trade. EXCISE

1. Basics of Central Excise Act, 1944.
2. Provision Related to Refund of Excise Duty on Export.

SERVICE TAX & VAT

1. Concept of Service Tax, Valuation.
2. Provision related to Export & Import of Services.
3. Provision Related to VAT.

UNIT IV: ELEMENT OF DIRECT TAXES

1. Basics of Income Tax Act, 1961.
2. Exemption Related to Export like Section 10, 80I etc.

UNIT V: OTHER PROVISION OF INCOME TAX

1. Direct Tax Avoidance Agreement.
2. Advance Ruling.
3. Transfer Pricing.

Book References:

1. Indirect Taxes – Bangar & Bangar
2. Indirect Taxes – VS Datey

Services Marketing in Foreign Trade

Code:MFT 5806

Course Objectives

This paper emphasizes the importance of the service industry which is going through a period of revolutionary change. Service sector has become the most important space for business houses. The course equips the students to acquire core competencies & skill sets to make a successful career in the service sector. It inculcates a service culture among students interested in a career in service sector.

Course Contents

1. Understanding Service Markets, Products and Customers

1) *Services Perspective*: service concept, service marketing triangle, and evolution of service marketing, reasons for growth of service sector, difference B/w Goods & services, and 5 I's of services, classifications of services.

2) Segmentation. Targeting & positioning in services.

2. Building the Service Model

1) *Service products*: meaning of service product, service product levels, PLC, new service,

service product range, process of new service development, and reasons for success or failure of new services –products, service product elimination.

2) *Distributing Services*: elements of distribution, methods of distributing services.

3) *Pricing Services*: price terminologies, costs of service incurred by customers, pricing tripod, pricing objectives, formulating pricing strategy, price tactics.

4) *Services marketing communication*: Promotional objectives, developing the promotion mix, key aspects of communication for the service marketers.

2. Managing the Customer Interface

1) *Designing and managing service processes*: service blue –print, steps in service process, self reinforcing service cycle.

2) *Crafting the Service Environment*: elements of physical evidence, kinds of physical evidence, roles of service cape, approaches for understanding services cape effects, guidelines for physical elements strategy.

3) *Managing People for Service Environment*: service personnel, service personnel quality, maintaining improving services personnel quality & performance, personnel audit, models of customer's as users of services.

3. Implementing Profitable Service Strategies

- 1) *Service quality*: impact of service quality, approaches to service quality, dimensions of service quality, models of service quality, SERVQUAL instrument, service productivity.
- 2) Designing a service strategy: internal marketing, external marketing, interactive marketing.

Skill Development

The course will use combinations of approaches such as:

1. Group presentation on various service management initiative from diverse business sectors
2. Case studies
3. Presentation on Service Management news update

References

1. Lovelock, C., Wirtz, J., Chatterjee, J. (2011). *Services marketing*. Pearson Prentice Hall.
2. Zeithaml, V.A. & Bitner, Mary, Jo. (2011). *Services marketing*. Tata- McGraw- Hill Edition.
3. Shankar, R. (2011). *Services marketing*. Excel Books.
4. Apte, G. (2011). *Services marketing*. Oxford University Press.
5. Services Marketing – Ravi Shanker

SCHOOL OF COMMERCE

Devi Ahilya Vishwavidyalaya, Indore

Subject Scheme and Syllabus

MBA (Foreign Trade) 5 yrs. Integrated Programme

Session – *July to December*

Semester-9 (July to December)

MFT-5901	International HRM and OB
MFT-5902	Marketing Strategies in FT
MFT-5903	Case Studies in Foreign Trade
MFT-5904	Foreign Exchange and Exchange Control
MFT-5905	International Business Laws
MFT-5906	EXIM Financing
MFT-5907	International Logistics and Supply Chain Management

INTERNATIONAL HUMAN RESOURCE MANAGEMENT

COURSE CODE: MFT -5901

Course Objective

The objective of this course is to expose students to the conceptual framework of international Human Resource management.

Course Contents:

INTRODUCTION OF INTERNATIONAL HUMAN RESOURCE MANAGEMENT: Meaning, Definition of IHRM, Approaches of IHRM, Managing Human Resources in a foreign subsidiary, HRM Models, difference between IHRM & Domestic HRM.

COMPENSATION SYSTEMS: Multinational compensation systems, factors affecting compensation systems.

UNDERSTANDING THE CULTURE: Cross culture business communication and behaviour. Cross cultural studies of Hofstede, Kluckhohn Stoodbeck; Ethical relativity versus ethical absolutism.

INTERNATIONAL RECRUITMENT & SELECTION: Appraisal systems, acceptance & resistance.

EXPATRIATES:

(a) Determination of needs, selection process, attributes contributing to success & failure, special issue of female expatriates, expatriate re-entry. Training & development of Expatriates.

(b) International Labour Marketing: Sources(PCNs,HCNs,TCNs),Advantages & Disadvantages.

Suggested Readings:

1. Industrial Human Resources Management: Anne Will Harzing
2. Human Resource management: Pieper R.
3. Organizational Behavior – Stephen R.Robbins & Seema Sanghi (Pearson Education)

MARKETING STRATEGIES IN FOREIGN TRADE

Code MFT 5902

COURSE OBJECTIVES:

- To understand the strategic concepts and its role in the modern and innovative marketing planning
- To build a strategic framework to sustain the competitive advantage.
- To help students to develop abilities and skills required for the strategy formulation and implementation under ever changing market scenario.

COURSE CONTENTS:

1. **INTRODUCTION TO STRATEGY**. Key elements of marketing strategy formulation, Formulating the marketing strategy, competition and marketing strategy, factors influencing competitive success. Basic marketing strategies, strategic role of marketing manager, factors influencing company's marketing strategy, Difference between marketing strategy and marketing management.
2. **STRATEGIC MARKETING ANALYSIS** – Mission Vision formulation of policies, SWOT Analysis, – Competitive Analysis – Porter's 5 forces Model of competition, BCG Matrix, GE 9 Cell Model as basic foundation of Strategic Marketing, marketing Strategies of leader ,Challenger, market follower and market nicher,
3. **INTERNATIONAL MARKETING RESEARCH**: Information requirements, Sources of information, Difference between domestic & international research, Marketing Research Process,
4. **PRODUCT STRATEGIES**: Product adaptation , factors affecting product design changes, Keegan:s Product-promotion strategies, Branding strategies.
5. **PRICING STRATEGIES**: Market penetration strategy, Probe pricing strategy, follow the Leader strategy , skim the cream pricing , differential Trade margin strategy , standard export pricing strategy , cheaper price for equipment and higher price for spares strategy. Information required for Pricing decisions, Export Price quotations & INCO terms.
6. **DISTRIBUTION STRATEGIES**: Channel structure strategy, distribution scope strategy, multiple channel strategy, channel modification strategy, Channel control strategy, conflict management strategy.
7. **PROMOTION MIX STRATEGY**: Identify and under stand the promotion mix. Factors influencing international communication decisions. Trade Fairs and exhibition, Planning tour plan and institutional support. Web advertising & Promotion.

REFERENCE

- 1.International Marketing—Rakesh Mohan Joshi, Oxford Publication
- 2.International Marketing – Francis Cherunilam Himalaya Publications
- 3.International Marketing - Rajgopal Vikas Publications
- 4.International Marketing Research – V. Kumar,, Prentice Hall of India.

CASE STUDIES IN FOREIGN TRADE

COURSE CODE: MFT -5903

Course Objective :

The objective of this course is to familiarise the students with the real life situation faced by import and export organisations in India and abroad through the case method of teaching.

Course Contents:

1. Case studies in International Marketing – 5 cases
 2. Case studies in International Logistics/Port operations/ Containerization- 5 cases
 3. Case studies in FOREX Management – 3 cases
 4. Case study regarding EXIM documentation (Bill of Lading, Letter of Credit,
 5. Bill of Entry, License etc) – 2 cases
 6. Case study on any issue related to Foreign Trade like Quality, HR , Ethics, Insurance or mode of payment- 5 cases
2. Writing of one Case related to Foreign Trade.

FOREIGN EXCHANGE AND EXCHANGE CONTROL

COURSE CODE: MFT -5904

Course Objective:

The objective of this course is to explain to the student the role of foreign exchange, effects of exchange fluctuations, and exchange control regulation in relation to foreign trade.

Course Contents:

1. **Theory of foreign exchange** - Fluctuations in foreign exchange rates and terminology- Foreign exchange transactions and rate mechanism - Exchange rate policy and exchange control - Convertibility of the rupee in India - Foreign Exchange markets in India.
2. **Exchange control features and foreign trade** – FEMA Guideline for Residents & NRI, FEMA Guidelines for Exporters and Importers - Financial Institutions and Export Trade - Financial Assistance provided by banks, Exim Bank
3. **Foreign Exchange Arithmetic** - Decimals - Abbreviated methods - Some simple calculations - Exchange rate numerical problems - Forward Exchange numerical problems - SWAPs Exchange Rates Forward Contracts.
4. **Exchange risk management** - Risk identification - Types of risk - Risk vs. exposure - Measurement of risk - Mark to market - Management of risk - Risk limits and value at risk - Corporate hedging strategies - Selective hedging - Splitting legs - cross currency covers - short term covers for long term exposures - Third currency covers - Forward contracts vs. options - Managing risk on long term loans.
5. **Currency forwards and futures** - Currency futures - Hedging currency risk - A comparison of futures and forwards - Options - Call Options, Put Options, Writing Options - Swaps - Hedging Interest rate risk - Use of swaps to reduce interest cost - Currency swaps.
6. **Devaluation**– Meaning and effects of devaluation; Devaluation Vs. Quantitative restriction; Devaluation of rupee in recent times and its impact on foreign trade.

Books:

1. International Financial Management – P.G. Apte
2. Foreign Exchange – C. Jeevanandam
3. Foreign Trade Management – Dr. Varma & Agarwal
4. Foreign Trade – T.K. Velayudhan

INTERNATIONAL BUSINESS LAWS

COURSE CODE: MFT -5905

Course Objective: The objective of this course is for students to develop a core understanding of how the international conventions and legal principles regulating international trade and enable them to formulate strategies as compatible with laws and treaties governing international business operations.

Course Contents:

UNIT-I : BASICS AND LEGAL FRAMEWORK OF INTERNATIONAL SALE CONTRACT: Meaning and nature of International Contract of Sale of Goods and basic difficulties in performance of contract and remedies in case of breach. Fundamentals of the Indian Contract Act, 1872 and the Sale of Goods Act, 1930. The United Nations Convention on Contracts for the International Sale of Goods, 1980. Principles of international commercial contracts (UNIDROIT, 1994).

UNIT-II : INTERNATIONAL BUSINESS AND TRADE TERMS : Role of ICC in development of INCOTERMS, meaning, nature, objectives and legal characteristics of INCOTERMS, INCOTERMS Rules 2010. Obligations of parties under FOB contract; obligations of parties under CIF contract; Differences between FOB and CIF contract.

UNIT-III : INTERNATIONAL CARRIAGE OF GOODS: Contract of Carriage of goods. Major modes of international carriage of goods by: Sea, Air, Rail, Road and Multimodal Transport. International Conventions for the Carriage of Goods by Sea- Brussels Convention 1924 (Hague Rules), Brussels Rules (Visby Rules), UN Convention 1978 (Hamburg Rules). Legal nature of 'Bill of Lading'.

United Nations Convention on International Multimodal Transport of Goods, 1980 and the Multimodal Transportation of Goods Act 1993.

UNIT-IV : WTO REGIME: History from GATT to establishment of WTO, Major areas covered under GATT/ WTO: Agriculture, Textile, TRIPS, TRIMS and GATS. Principles and policies of WTO, and their impact on international trade: Free trade, tariff and non-tariff barriers, Anti-dumping measures and disputes settlement mechanism. Global Regime of IPRS, WTO and UNCTAD, WTO and TRIPS relationship

UNIT-V : INDIAN LAWS AND REGULATIONS GOVERNING INTERNATIONAL TRANSECTIONS: The objectives of the legislations dealing with export-import and authorities their under, their powers and functions under- The Foreign Trade (Development and Regulation) Act, 1992; The Customs Act, 1962 and the FEMA, 1999. Industrial Development and regulation Act 1952

RECOMMENDED READINGS –

1. Schmitthoff C.M., Essays on international Trade Law
2. Comments on International Trade Law by Professor Rafigul Alam
3. International Trade Law by Lord Templeman
4. Law of International Trade by Pamela Sellman
5. International Trade Law by Janette Charley
6. International Trade Law by S. C. Chhua
7. Law of Carriage by Avtar Singh

8. Mercantile Law by M.C. Kuchhal
9. Carriage by Sea by Carver
10. Carriage of Goods by Sea by Payne & Ivamy
11. Charter parties and Bills of Lading by Thomas Edward Scrutton
12. The WTO After Seattle by Jeffrey J. Schott (Editor)
13. An Introduction to the WTO Agreements by Bhagirat Lal Das
14. International Trade Law by Indira Carr,
15. Shipping Law By S Baughen
16. Understanding International Trade Law by Simone Schnitzer,
17. Cases and Materials on International Trade Law by Paul Todd,

Official Websites of the national and international institutions can also be referred for updated legal awareness such as-

- www.wto.org
- www.iccwbo.org
- <http://commerce.nic.in>
- <http://dgft.gov.in>
- www.cbec.gov.in
- www.uncitral.org
- <http://untreaty.un.org/cod/avl/index.html>

Course Objective:

This course focuses on the acquisition of information about the need and sources of finance for exporters.

Course contents

1. **Terms of Payment** – Preliminaries of export-import & the need for exim finance. Payment in advance, Open Account, Documentary Bills, Documentary Credit under L/C, Consignment basis, Import Trust Receipt; Deferred Payment Imports.
2. **Sources of Finance** - Short-term sources and Medium and long term sources of Finance(Factoring, Forfeiting, External Commercial Borrowing).
3. **Pre-shipment Finance (Packing Credit)** – Pre-shipment finance in Indian rupee, Scheme for Sub-suppliers, Scheme for deemed exports, PCFC.
4. **Post-shipment Finance in Indian Rupees - By**
 - a) Purchase of Export Bills
 - b) Goods sent on consignment
 - c) Indrawn balance
 - d) Retention Money
 - e) Claims of duty drawback,
 - f) Negotiation of Export Documents drawn under L/C.
 - g) Post shipment credit in Foreign Currency.
5. **Import Finance-**
 - a) Sellers credit
 - b) Trust receipt finance by commercial bank
 - c) Bankers acceptance
 - d) Discounting of trade drafts
 - e) Buyers credit-short term loans from foreign banks
6. **EXIM Bank** - Exim Bank & Export Promotion councils. Export Promotional Initiatives under the foreign trade policy.

Books (Text)

- 1) Finance of International Trade – Whitting D.P
- 2) The Finance of International Business – Kettel Brain
- 3) Foreign Exchange – C.Jeevananandan
- 4) How to export – Nabhi Publication
- 6) Export Import Procedures & Documentation – Khushpat S.Jain

INTERNATIONAL LOGISTICS AND SUPPLY CHAIN MANAGEMENT

COURSE CODE: MFT – 5907

Course Objective :

The objective of this course is to explain to the student the basic concepts of logistics and practice of transportation of goods for export and import.

Course Contents :

1. **Introduction:** Concepts and importance of Supply Chain, Evolution of SCM, Key issues of SCM, Dynamics and interventions of Supply Chain, Push-based, Pull-based and Pull-Push based Supply Chain. Demand Forecasting in SC.
2. **Managing Inventory:** Managing inventory in SC environment, Basic and Advanced inventory models, Warehouse Management, Materials Handling Systems, Storage system, Information Technology in SCM, SC performance model; SCOR model.
3. **International issues in Supply Chain Management:** Global market forces, technological forces, global costs, risk and advantages, issues regional differences, cultural differences, human resources. Bullwhip effect. Cases in SCM.
4. **Concept of Logistics system:** meaning, scope and objectives of logistics management. Logistics outsourcing; drivers and benefits of outsourcing, third party and fourth party logistics, selection of service provider, value added services, service contracts. Technology for logistics; role of technology, bar coding, radio frequency identification. Communication technology; EDI, E tracking, VSAT and GPS systems.
5. **International Transport System and Logistics Practices:** Air, Rail and Road Transport. Dry ports and inland water ways; choice of mode. Govt. policies and regulations related to logistics; environment protection act, consumer protection act, packaging rules related to safety and quality. Reverse logistics; Challenges and scope of reverse logistics, Logistics practices.

Text Books:-

1. Export Marketing – Rathor and Rathor
2. Foreign Trade Management – Dr. Varma & Agrwal
3. International Marketing – Philip R Catepra
4. Introduction to Materials Management – J.R.Tony,Arnold Stephen N Chapman, R V Ramakrishan

International Business Environment – Francis Cherunilam

SCHOOL OF COMMERCE

Devi Ahilya Vishwavidyalaya, Indore

Subject Scheme and Syllabus

MBA (Foreign Trade) Integrated Programme

Session – January to June

Semester-10

(January to June)

MFT-51001	Export Incentives and Institutional Support
MFT-51002	Export Pricing and Product Planning
MFT-51003	Major Research Project / Industrial Project

EXPORT INCENTIVES & INSTITUTIONAL SUPPORT

COURSE CODE : MFT- 51001

Course Objective :

The objective of this course is to familiarize the students with the various types of incentives provided by the government for promotion of exports and give information about institutions established to support exports from India.

Unit 1

Export incentives, types and importance of export incentives, Procedure for realization of export incentives, Main export incentives available to Indian exporters Reduction in export Incentives

Unit 2

To Register with Export Promotion Council : There are different export promotion Councils for different types of business like Engineering Export Promotion Council, Chemical Export Promotion Council, Textile Export Promotion Council etc. The council issues three forms, viz., (a) Application for Registration (b) Application for Membership and (c) Registration cum Membership Certificate. After filling up these forms, the exporter will submit the same with prescribed fee to the export promotion council. After verifying the documents, the council will return a copy of Registration cum Membership Certificate to the exporter. With the Receipt of this certificate, the exporter will now be known as "Registered Exporter". A registered exporter becomes eligible to get export incentives and benefits offered by the Ministry of Commerce.

Unit 3

Export Incentives: Merchant exporter enjoys exemption of the income tax on export income. Advance against export incentives receivables. Realization of export proceeds –The exporter then proceeds to claim export incentives on the basis of bank certificate. The bank certificate gives description of the product, its value, the rate of conversion, the details of invoice etc. The exporter is entitled to various incentives such as IPRS, DBK and other incentives, it applicable.

Unit 4

Export Incentive and cargo handling : Foreign Exchange Risks: Nature of risks, Cargo Insurance: Contract of cargo Insurance, procedures and documentation for cargo loss claims; Role and schemes of ECGS and commercial banks, Quality control and Pre- shipment Inspection: Schemes And procedures; Excise and custom clearance regulations, procedures and documentation; Export Incentives.

Unit 5

Government support to SSI – Incentives and subsidies - Concept and causes of industrial sickness - Export Potential of Small Scale Units – Problems of entrepreneurs.

Books

1. Export Marketing – Rathor & Rathor
2. Foreign Trade Management – Dr. Varma & Agrawal
3. International Marketing Management – Varshney & Bhattacharya
4. How to Export - Nabhi Publication

EXPORT PRICING & PRODUCT PLANNING

COURSE CODE : MFTF– 51002

Course Objective :

The objective of the course is to develop conceptual clarity about pricing of exports and product planning so that proper pricing and product decisions could be made.

Course Contents :

- b. **Factors in pricing decisions** - Pricing and non-price factors in international marketing.

- c. **Methods of Pricing** – Cost oriented pricing, Market oriented pricing, Impact of contract conditions on pricing , Differential Export pricing , International Dumping , Management philosophy.
- d. **Price Strategies** – Market penetration strategy, Probe pricing strategy, follow the Leader strategy , skim the cream pricing , differential Trade margin strategy , standard export pricing strategy , cheaper price for equipment and higher price for spares strategy.
- e. **Product Planning** – Product adaptation , factors affecting design changes , Product Life cycle , Standardization.
- f. **Marketing & Packaging** – Rules as to marking , labeling , requirements of interested parties , Factors to be considered in packaging.

Books (Text)

1. Foreign Trade Management – Dr. Varma & Agarwal
2. Price competitiveness in World Trade – Kravis & Lipsey
3. Sources of commodity & Product price information – International Trade Centre.
4. International Marketing Management – Varshney & Bhattacharya
5. Export Marketing – Rathor & Rathor
