AC – 20/04/2024
Item No. – 7.7 Sem. I (4b)

As Per NEP 2020

University of Mumbai

Syllabus for Basket of OE	
Board of Studies in Business Management	
UG First Year Programme	
Semester -I	
Title of Paper	**Credits 2/ 4**
Introduction to Export Marketing	**Credits 2**
II)	
III)	
From the Academic Year	**2024-25**

Sr. No.	Heading	Particulars
1	**Description the course:**	**<u>Introduction:</u>** Learners will be able to understand basic Export Marketing concepts. **<u>Relevance</u>** This course is relevant for any learner interested in Export Marketing.. **<u>Usefulness</u>** • **International Export.** **<u>Application</u>** **A learner simply need to find a way to acquire practical skills that will give him an edge over the other candidates.** ***Even in the toughest job markets, the best candidates find great positions.*** **<u>Interest</u>** **Why should a learner be interested a career as a Export?** • **Salary.** A Export Marketer job typically leads to a well-paid career. • **Promotions.** Export Marketer valuable technical skills, making them the leading candidates for senior roles within a corporation. • **Secure Future.** There's high demand for Export Marketer on the job market. • **Growth.** Learner will face different challenges that will test and upgrade existing skills **<u>Connection with other courses: It is connected with</u>** • International Export **<u>Demand in Industry</u>**: "A Export Marketer is one of the top-paying entry-level jobs on the market." **<u>Job prospectus :</u>** • International Export
2	**Vertical :**	OE
3	**Type :**	Theory

4	**Credit**:	2 credits (30 Hours of Theory work in a semester)
5	**Hours Allotted :**	30 Hours
6	**Marks Allotted**:	50 Marks
7	**Course Objectives**: (List some of the course objectives) **1.** To familiarize the students with basic concepts of Export Marketing and its Management. **2.** To evaluate the concept, factors influencing, importance, risk involved in export marketing, problems of India's export sector **3.** To explain various types of trade barriers, major Economic Groupings of the world, agreements of WTO and overseas market selection process.	
8	**Course Outcomes**: (List some of the course outcomes) **1.** The student is able to examine the concept, factors influencing, importance, risk involved in export marketing, problems of India's export sector. **2.** The student examines various types of trade barriers, major Economic Groupings of the world **3.** Understanding the current banking scenario in India.	

9	**Modules**:- Per credit One module can be created
	Module 1 : <u>Introduction to Export Marketing</u>
	Meaning and features of Export Marketing- Importance of Exports for a Nation and a Firm –Difference between Domestic Marketing and Export Marketing – Motivations for Export Marketing – Present problems faced by Indian Exporters.
	Module 2: <u>Global framework for Export Marketing</u>
	<u>Global framework for Export Marketing</u> <u>Trade Barriers</u> Meaning, Trade Barriers – Tariffs and Non-Tariffs **<u>Overseas Market Research</u>** Need for overseas market research Market selection process Determinants ;of foreign market selection **<u>Major Economic Groupings/Trading Blocs</u> EU, NAFTA, ASEAN, SAARC**

10	**Text Books:** **1.** **2.** **3.** **4.**

11	**Reference Books:** 1.Harvard Business Review, Global Business Review (Sage Publications) 2.Global Forum – ITC Geneva 3.Czinkota, International Business 4.Khurana PK, Export Marketing	
12	**Internal Continuous Assessment: 40%**	see table below
13	**Continuous Evaluation through:** Quizzes, Class Tests, presentation, project, role play, creative writing, assignment etc.(at least 3)	see table below

Question No	Questions	Total (30 marks)
Q1	Theory OR Theory	15
Q2	Theory OR Theory	15
Total		30

	Assessment/ Evaluation	Marks
1.	Class Test during the lectures. (Physical/ Online mode). (Short notes/ MCQ's/ Match the Pairs/ Answer in one sentence/ puzzles)	10
2.	Participation in Workshop/ Conference/Seminar/ Case Study/Field Visit/ Certificate Course. (Physical/Online mode)	10

14	**Format of Question Paper:** for the final examination

Question No	Questions	Total (30 marks)
Q1	Theory OR Theory	15
Q2	Theory OR Theory	15
Total		30

Sign of the BOS Chairperson
Dr.(Prof.) Megha Somani
BOS in Business Management

Sign of the
Offg. Associate Dean
Dr. Ravikant Balkrishna Sangurde
Faculty of Commerce

Sign of the
Offg. Associate Dean
Prin. Kishori Bhagat
Faculty of Management

Sign of the
Offg. Dean
Prof. Kavita Laghate
Faculty of Commerce & Management