

Course Outcome

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T.Y.B.Com. – Export Marketing- Semester – V

Module 1: INTRODUCTION TO EXPORT MARKETING

		Course Outcome	Teaching Methods
1.1	<ul style="list-style-type: none"> Export Marketing 	<p>Co-1. Export Marketing – Features & Importance</p> <p>Students will know-</p> <p>How important Export Marketing is for every country...</p>	<ul style="list-style-type: none"> Discussion Use analysis on board with student help Case study, Notes
1.2	<ul style="list-style-type: none"> Factors influencing Export Marketing India's Merchandise & Services Export 	<p>Co-2 Risks & Problems involved in Export Marketing</p> <p>Co-3 India's Merchandise Export since 2015</p> <p>Co- 4 India's Services Export since 2015</p> <p>Students will know-</p> <p>What items & services are exported by India to which countries..</p>	<ul style="list-style-type: none"> Discussion Use analysis on board with help of students Notes Make them think and mention

Module -2 :GLOBAL FRAMEWORK FOR EXPORT MARKETING

		Course Outcome	Teaching Methods
2.1	<ul style="list-style-type: none"> Trade barriers Major Trading Blocs 	<p>Co-1 What are Tariff & Non-tariff Barriers</p> <p>Co-2 European Union, ASEAN, SAARC, NAFTA</p>	<ul style="list-style-type: none"> Make them think and mention Notes Chalk and Board
2.2	<ul style="list-style-type: none"> .WTO 	<p>Students will know-</p>	<ul style="list-style-type: none"> Discussion Use analysis

	<ul style="list-style-type: none"> Overseas Market Selection 	<p>Co 3 How WTO is making efforts to develop International Trade peacefully.</p> <p>Co-4 Determinants of overseas market selection</p>	<p>on board with help of students</p> <ul style="list-style-type: none"> Notes

Module -3 INDIA'S FOREIGN TRADE POLICY

		Course Outcome	Teaching Methods
3.1	*Foreign Trade policy (FTP)	<p>Students will know-</p> <p>Co-1 Highlights & Implications of India's FTP</p>	<ul style="list-style-type: none"> Discussion Chalk and Board Notes
3.2	* Negative list of exports	<p>Students will know</p> <p>Co-2 Items which are prohibited to export</p>	<ul style="list-style-type: none"> Discussion Notes
3.3	<p>1. Software Technology Park (STP)</p> <p>2. Special Economic Zone (SEZ)</p> <p>3. Export Oriented Units (EOUs)</p>	<p>Students will know-</p> <p>Co 3 Benefits enjoyed by –</p> <ol style="list-style-type: none"> STP SEZ EOUs 	<ul style="list-style-type: none"> Discussion Use analysis on board with help of students Notes

Module -4 EXPORT INCENTIVES AND ASSISTANCE

		Course Outcome	Teaching Methods
4.1	<p>* Financial incentives to Indian Exporters –</p> <ol style="list-style-type: none"> Marketing Development Assistance (MDA) Market Access Initiative (MAI) 	<p>Co-1 Explain the Financial incentives provided to Indian exporters.</p> <p>Co-2 Students will know-</p> <p>How Indian Government is motivating Exporters by providing Incentives.</p>	<ul style="list-style-type: none"> Discussion Use analysis on board with help of students Notes
4.2	* Schemes to Indian Exporters	<p>Students will know-</p> <p>Co-3 EPCG Scheme (Export Promotion Capital Goods) Scheme</p>	<ul style="list-style-type: none"> Case Study Role play Chalk and

		Co 4 IGST (Integrated Goods & Services Tax)	Board <ul style="list-style-type: none"> • Notes
4.3	* Institutional assistance to Indian exporters	Co-4 Students will know Institutes that provide Finance to Indian exporters such as – 1. FIEO (Federation of Indian Export Organisation). 2. IIFT (Indian Institute of Foreign Trade). 3. IIP (Indian Institute of Packaging)	<ul style="list-style-type: none"> • Chalk and Board • Discussion • Notes
