

TOLANI COLLEGE OF COMMERCE
(Autonomous)



Title of the Course:
Export Marketing
Programme: Bachelor of Commerce (B.Com.) Semester – V

Syllabus for 4 Credits Course

From the academic year: 2025-2026

Name of the Course: Export Marketing

Sr. No.	Heading	Particulars
1	Description the course:	This course provides a comprehensive understanding of export marketing, covering theoretical concepts and practical applications. The learners will understand the significance of exports, global trade dynamics, export procedure, export documentation, export finance and available incentives for exporters.
2	Type:	Theory
3	Credit:	2 credits
4	Hours Allotted:	30 Hours
5	Marks Allotted:	Total 50 Marks Continuous Evaluation 20 Marks Semester End Examination 30 Marks
6	Course Objectives: The objective of the course is to: <ol style="list-style-type: none"> 1. Provide learners with a comprehensive understanding of the concepts of export marketing and familiarise the learners with the global framework for export marketing. 2. Educate learners about the operational aspects of export marketing including procedure, documentation, finance and assistance available to Indian exporters. 	
7	Course Outcomes: After the completion of the course, the learners will be able to: <ol style="list-style-type: none"> 1. Understand the fundamental concepts of export marketing and identify the impact of global framework on export marketing. 2. Comprehend the operational aspects of export marketing and demonstrate the procedure, documentation, finance and assistance available to Indian exporters. 	
8	Module 1: Foundations of Export Marketing (15 lectures)	
	<ul style="list-style-type: none"> ● Concept of Export Marketing: Meaning, Features of Export Marketing, Importance of Exports for a Nation and a Firm, Factors influencing Export Marketing, Risks involved in Export Marketing ● Global Framework for Export Marketing: Trade Barriers (Meaning & Types), Trading Blocs/Economic Groupings (Concept & Impact), Agreements of World Trade Organisation (WTO) 	

	<ul style="list-style-type: none"> ● Export Pricing: Export Pricing Strategies, INCO Terms Export Quotations and Problems on FOB
	Module 2: Operational Aspects of Export Marketing (15 lectures)
	<ul style="list-style-type: none"> ● Export Procedure: Registration with different authorities, Pre-shipment Procedure, Shipment Stage (Customs Clearance) and Post-shipment Procedure ● Export Documentation: Commercial Invoice, Shipping Bill, Bill of Lading, Consular Invoice, Certificate of Origin <p>Export Finance and Assistance: Methods of Payment in Export Marketing, Export Financing Institutions (Commercial Banks, EXIM, SIDBI), Financial Incentives available to Indian Exporters</p>
9	<p>Reference Books:</p> <ol style="list-style-type: none"> 1. Aswathappa K., International Business, McGraw-Hill Education (India) Pvt. Ltd., 7th edition, 2020 2. C. Rama Gopal, Export Import Procedures - Documentation and Logistics, New Age International Publishers, 2006, Reprint January 2016 3. Francis Cherunilam, International Trade and Export Management, Himalaya Publishing House, 21st Edition, 2019 4. Mary C. Gilly and et al., International Marketing, Tata McGraw-Hill Co. Ltd., 18th edition, 2020 5. Michael R. Czinkota and Iikka A. Ronkainen, International Marketing, Cengage Learning, 11th edition, 2022 6. M. I. Mahajan, Export Policy Procedures & Documentation, Snow White Publications Pvt. Ltd., 26th edition, 2015 7. P.K.Vasudeva, International Marketing, Excel Books, 3rd edition, 2006 8. R.L.Varshney and B. Bhattacharya, International Marketing Management: An Indian Perspective, Sultan Chand & Sons, 24th edition, 2012 9. T.A.S. Balagopal, Export Management, Himalaya Publishing House, 22nd edition, 2016 10. Usha Kiran Rai, Export-Import and Logistics Management, PHI Learning Pvt. Ltd., 2nd edition, 2010

11	Internal Continuous Assessment: 40%	Semester End Examination: 60%												
12	Continuous Evaluation through: (Internal Assessment) The Continuous Evaluation will have components as follows: <table> <tr> <th>Component</th><th>Details</th><th>Total marks</th></tr> <tr> <td>I</td><td>Assignment / Case Study / Current Affairs Diary / Field Study / Business Plan / Project</td><td>10</td></tr> <tr> <td>II</td><td>One Periodical Test</td><td>10</td></tr> <tr> <td></td><td>Total</td><td>20</td></tr> </table>	Component	Details	Total marks	I	Assignment / Case Study / Current Affairs Diary / Field Study / Business Plan / Project	10	II	One Periodical Test	10		Total	20	
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II	One Periodical Test	10												
	Total	20												
13	Format of Question Paper: <div style="text-align: center;">Semester End Examination Question Paper Pattern</div> Maximum Marks: 30 Duration: 1 Hour All Questions are Compulsory Carrying 10 Marks each. <table> <tr> <th>Question No</th><th>Particulars</th><th>Marks</th></tr> <tr> <td>Q-1</td><td>Attempt any 2 of the following: (From Module I) a. b. c.</td><td>10 Marks</td></tr> <tr> <td>Q-2</td><td>Attempt any 2 of the following: (From Module II) a. b. c.</td><td>10 Marks</td></tr> <tr> <td>Q-3</td><td>Attempt the following: (From Entire Syllabus) a. b.</td><td>10 Marks</td></tr> </table>		Question No	Particulars	Marks	Q-1	Attempt any 2 of the following: (From Module I) a. b. c.	10 Marks	Q-2	Attempt any 2 of the following: (From Module II) a. b. c.	10 Marks	Q-3	Attempt the following: (From Entire Syllabus) a. b.	10 Marks
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Signatures of Team Members

Sr. No.	Name	Signature
1.	Dr. Sadhana Venkatesh	
2.	Ms. Jyoti Ghosh	