

SCHOOL OF COMMERCE

MBA (Foreign Trade) – 2 Years

Semester-1 (July to December)

MFT-2101	Management Concepts and Organizational Behavior
MFT-2102	Global Business Environment
MFT-2103	Managerial Economics
MFT-2104	Accounting for Managers
MFT-2105	Export Import Policy, Procedure and Documentation
MFT-2106	World Trade Organizations
MFT-2107	Foreign Language-I (FRENCH)

Semester-2 (January to June)

MFT-2201	Quantitative Techniques for Foreign Trade
MFT-2202	Export-Import Management
MFT-2203	India's Foreign Trade: Trends, Prospects and Strategies
MFT-2204	International Economics & Trade Theories
MFT-2205	Financial Management
MFT-2206	Global Business Communication and Public Relations
MFT-2207	Computer Application in FT
MFT-2208	Personality Development

Semester-3 (July to December)

MFT-2301	Foreign Exchange and Exchange Control
MFT-2302	Insurance and Risk Management in FT
MFT-2303	Multinational Financial Management
MFT-2304	International Marketing Management and Consumer Behavior
MFT-2305	International Human Resource Management and OB
MFT-2306	International Business Laws
MFT-2307	Statistical Analysis and Research Methodology

Semester-4 (January to June)

MFT-2401	EXIM Financing
MFT-2402	Taxation in Foreign Trade
MFT-2403	Export Incentives and Institutional Support
MFT-2404	Export Pricing and Product Planning
MFT-2405	International Logistics & Supply Chain Management
MFT-2406	Foreign Language – II (GERMAN)
MFT-2407	Research Project *

SCHOOL OF COMMERCE

SCHOOL OF COMMERCE **Devi Ahilya Vishwavidyalaya, Indore**

Subject Scheme and Syllabus

MBA (Foreign Trade) Post Graduate Programme
Session – July to December

Semester-1 (July to December)

MFT-2101	Management Concept and Organizational Behavior
MFT-2102	Global Business Environment
MFT-2103	Managerial Economics
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MFT-2107	Foreign Language-I (FRENCH)

Course Co-ordinator

Dr. Rajeshri Desai

SCHOOL OF COMMERCE

MANAGEMENT CONCEPTS & ORGANISATIONAL BEHAVIOR

COURSE CODE : MFT – 2101

Objective: -

The objective of this subject is to equiptant with the knowledge of Organizational Behavior.

Course Contents:

1. **Introduction to Management**- Meaning, Concept, Nature, Need & Importance, Role of Manager, Contribution of Taylor & Fayol. Schools of Management thought & Evolution of Management.
2. **Management Functions:**
Planning – Foundations of plans, types, MBO.
Organizing – Span of Control, Departmentalization, Centralization, Line & Staff functions.
Staffing – Meaning & Process
Control – Meaning, types & Implications.
3. **Direction:**
Motivation - Maslow’s- Hierachy of needs, Herzberg’s two factor theory, ERG-theory, Vroom’s Expectancy theory.
Leadership – Trait theories, Behavioral theories – Ohio state studies, Michigan studies, Managerial grid, Path goal theory, Charismatic leadership, Fiedler’s Model.
4. **Introduction of Individual Behavior** – O.B.Models, Challenges and Opportunities to O.B.
Foundation of Individual Behavior – Biographic Characteristics, theories of learning, values, attitude & job satisfaction.
5. **Stress-Management & Organizational Change** – Potential Spruces, Consequences and coping strategies for stress. Forces of change, Resistance to change and Levin’s Three-step Model.
6. **Career Management** & Conflict Management – Career stages, Process suggestions for effective organizations and individual career development, Sources leaves of conflict approaches to confect management.

--- Case-Study.

Books:

1. Organizational Behavior – Stephen R.Robbins & Seema Sanghi (Pearson Education)
2. Organizational Behavior - Fred Luthans – (Mc Graw Hill)
3. Fundamentals of Management- Stephen Robins David D’cenzo
4. Organization & Management – R.D.Agarwal.

SCHOOL OF COMMERCE

GLOBAL BUSINESS ENVIRONMENT

COURSE CODE: MFT – 2102

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
 - 5 Foreign Investment:** Types, motives and effects; present structure of Foreign Direct Investments.
- 1. Multi-National Corporation:** Nature, role, types and operation; policy towards MNCs; transfer of technology.
 - 2. Regional Economic Integration:** Forms of integration, regional economic groupings in practice – EU, NAFTA, SAPTA, ASEAN, and SAARC.
 - 3. International Economic co-operation, Institutions and Agreements:** WTO, World Bank; IMF; UNCTAD; GSP; Commodity Agreements

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

SCHOOL OF COMMERCE

MANAGERIAL ECONOMICS **COURSE CODE: MFT – 2103**

Course Objective:

The objective of this course is to familiarize the student with the laws of Economics in relation to practical life of economy.

Course Inputs

1. **Introduction:** Meaning, definitions, importance, significance, scope of managerial economics. Role of Economics in Management.
2. **Demand Analysis:** Demand concept, Laws of demand and supply, Elasticity of demand, Types of elasticity of Demand, elasticity of supply.
3. **Laws of Production:** Production Analysis, Law of variable proportion, Laws of Returns to scale, Economies of scales.
4. **Market Structure:** Different markets structures, Perfect Competition- Price & Output Determination, Individual firms Equilibrium, Monopolistic Competition-Meaning and Price Determination, Monopoly –Meaning ,Price & Output Determination, features of Oligopoly Market.
5. **National Income:** Basic concepts and estimation of GDP, GNP and NI; Methods of measures of national income, National income determination in open and closed Economy.
6. **Macro Economic Policies:** Components of Money supply, Monetary and fiscal policy – objectives and instruments, inflation, Recession and Trade Cycles.

Books (Text)

1. Managerial Economics - Dr .D.N. Dwivedi
2. Managerial Economics - Mithani
3. Modern micro Economics – Koutsoyiannis
4. Managerial Economics:- Peterson & Levis
5. Micro Economics – Sundaram & vaish
6. G. Mankiw :- Macro Economics

SCHOOL OF COMMERCE

ACCOUNTING FOR MANAGERS **COURSE CODE: MFT – 2104**

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, its 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.**

SCHOOL OF COMMERCE

EXPORT – IMPORT POLICY , PROCEDURE AND DOCUMENTATION **COURSE CODE: MFT - 2105**

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

1. **Export –Import Policy** – Historical review and current Export – Import policy of the Govt. of India and its implications. Export –Import Licensing –_Policy & Procedure, Incoterms.
2. **Government Authorities** – Department of Commerce, CCI&E, Cabinet committee, Board of Trade, Zonal Advisory Committee, State Govt.
Commodity Organiasation – Export Promotion councils, Commodity Boards, ECGC, Trade fair Authority, FIEO, Exim Bank, DGCI&S, STC, and MMTC etc.
Other Committees & Agencies – RBI, Customs & Central Excise Department, Central Warehousing Corporation.
3. **Customs & Central Excise**: Customs & Central excise Procedures related to exports and Imports, Export Inspection council.
4. **Significance of Export Documents**-Type of documents, Trade documents, Regulatory documents.
5. **Export procedure**-Steps of Export procedure, Banking procedure of Export Documents-
Bill of lading, Bill of Exchange, Certificate of Origin, Marine Insurance Policy, Letter of Credit, GR-1 Form, Schemes under Foreign Trade Policy.

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

SCHOOL OF COMMERCE

WORLD TRADE ORGANISATION **COURSE CODE – MFT – 2106**

Course Objective

The objective of this course is to make the students aware of the significance of WTO, its place in Global Trade environment and its effect on Indian Business.

Course Contents

1. **History of WTO** - Origin and Development, Tokyo Round, Uruguay Round, Overview of GATT, Difference between GATT & WTO.
2. **Organisation Structure** :Organization structure of WTO, Scope & functions, Decision making, Entry norms, Gains to world Trade from WTO.
3. **WTO** - General Principles - Most favored Nation (MFN) Treatment, National treatment, Tariffs, Technical barriers to trade sanitary & phyto Sanitary measures, TRIPS & TRIMS.
4. **Trade in Goods & Services** - Effect of WTO on specific sectors like Agriculture, Textiles and Clothing. General Agreement on Trade in Services in International perspective.
5. **India in WTO** - Effect of WTO on India on different sectors.(cases involving)

Books (Text)

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

SCHOOL OF COMMERCE

FOREIGN LANGUAGE - I (FRENCH)

COURSE CODE: MFT –2107

Course Objective :

This course has been included in the curriculum with the clear objective that a student should have exposure to one or two foreign languages as this will help him interact easily and effectively in a foreign country and communication barriers may be lifted.

Course Contents

1. **Vocabulary** – Meaning of foreign terms and words. Equivalent English terminology.
2. **Translation** – Translation of English Communication in foreign language & vice – versa.
3. **Written communication in foreign language** – Student should be able to write communication in foreign language.
4. **Verbal Communication** – The student should develop ability to communicate verbally in foreign language.
5. **Passages & Essays** - Unseen Passages, Small Essays.

Note : (1) Any one foreign language will be taught for which facility is available in the Institute.
(2) For Course Code MFTI – 906, MFT student will choose second foreign language than they have already studied in course code MFTI – 206.

Books

Books will be prescribed by the teacher of foreign language /s taught in the Institute

1. Le Nouveau Sans Frontiers - Goyal Publishers.

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MFT-2104	Accounting for Managers
MFT-2105	Export Import Policy, Procedure and Documentation
MFT-2106	World Trade Organizations
MFT-2107	Foreign Language-I

Semester-2 (January to June)

MFT-2201	Quantitative Techniques for Foreign Trade
MFT-2202	Export-Import Management
MFT-2203	India's Foreign Trade: Trends, Prospects and Strategies
MFT-2204	International Economics & Trade Theories
MFT-2205	Financial Management
MFT-2206	Global Business Communication and Public Relations
MFT-2207	Computer Application in FT

Semester-3 (July to December)

MFT-2301	Foreign Exchange and Exchange Control
MFT-2302	Insurance and Risk Management in FT
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MFT-2307	Statistical Analysis and Research Methodology

Semester-4 (January to June)

MFT-2401	EXIM Financing
MFT-2402	Taxation in Foreign Trade
MFT-2403	Export Incentives and Institutional Support
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MFT-2406	Foreign Language - II
MFT-2407	Research Project *

SCHOOL OF COMMERCE

SCHOOL OF COMMERCE **Devi Ahilya Vishwavidyalaya, Indore**

Subject Scheme and Syllabus **Session - Jan to June**

MBA (Foreign Trade) Post Graduate Programme

Semester-II (January to June)

MFT-2201	QUANTITATIVE TECHNIQUES FOR FOREIGN TRADE
MFT-2202	EXPORT IMPORT MANAGEMENT
MFT-2203	INDIA'S FT TRENDS PROSPECTS & STRATEGIES
MFT-2204	INTERNATIONAL ECONOMICS AND TRADE THEORIES
MFT-2205	FINANCIAL MANAGEMENT
MFT-2206	GLOBAL BUSINESS COMMUNICATION & PUBLIC RELATION
MFT-2207	COMPUTER APPLICATION IN FOREIGN TRADE

Course Co-ordinator

Dr.Rajeshri Desai

SCHOOL OF COMMERCE

QUANTITATIVE TECHNIQUES FOR FOREIGN TRADE

COURSE CODE : MFT-2201

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: Replacement Models: Introductions, Scope in Management, Single Equipment Replacement Model and Group Replacement.

UNIT 8: 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.

SCHOOL OF COMMERCE

EXPORT IMPORT MANAGEMENT **COURSE CODE : MFT-2202**

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

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SCHOOL OF COMMERCE

INDIA'S FT TRENDS PROSPECTS & STRATEGIES

COURSE CODE : MFT-2203

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.

Agro products: Tea, Rice, Oil seeds, Wheat, Pulses, SEZ.

Engineering Products: Metal Manufacturers, Machinery and Instruments, Transport equipments, etc.

UNIT II: Market Study - To study the business environments of each market (Economic, Social, Technological, Political and legal framework) 1. U.S.A. 2. European Union 3. Japan, 4. ASEAN, 5. China 6. South Africa 7. Middle East Also study the geographic, climatic and other conditions which favors Indian exports to these countries.

UNIT III: Products Study: Develop a working knowledge of each product category and conduct a general SWOT analysis for each product category. Also study the geographic, climatic and other conditions

- i) Software - Differentiate between product v/s Services, Outsourcing, etc.
- ii) Pharmaceuticals - Product v/s Process Patent, New Drug. Discovery or Generic Product strategy etc.
- iii) Textiles and Readymade Garments: Cotton or Man made: Yarn, Fabric, RMG.

UNIT IV: Product & Market Strategy: Develop a working knowledge of each product category & conduct a general SWOT analysis for each product category. Also study the geographic, climatic and other conditions.

- i) Gems and Jewellery
- ii) Leather and leather Products
- iii) Marine product

UNIT V: Products Category: Develop a working knowledge of each product category and conduct a general SWOT analysis for each product category. Also study the geographic, climatic and other conditions

- i) Services Sector: Insurance, Banking, consultancies
- ii) Chemicals: Dyes & Intermediaries.
- iii) Mining industry

Recommended Books

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

SCHOOL OF COMMERCE

INTERNATIONAL ECONOMICS AND TRADE THEORIES

COURSE CODE: 2204

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 Monetary Fund (IMF), International Development Association (IDA), International Finance Corporation (IFC) and The Asian Development Bank (ADB), Regional Economic Cooperation, The United Nations Conference on Trade and Development (UNCTAD), The European Economic Community

UNIT V: International Investment and International Liquidity

Globalization of Financial Markets: International Finance Hub, International Investment; Foreign Direct Investment (FDI), International Liquidity.

TEXT BOOK:

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

References: 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

SCHOOL OF COMMERCE

FINANCIAL MANAGEMENT **COURSE CODE : MFT-2205**

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:

- 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.
- 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.
Cash Management: Introduction, motives & objectives for holding cash, factors determining Cash, Cash Budgeting as management tool, its elements & methods. Strategies & Techniques of cash management, Numerical problems.
- 3. 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.
- 4. Concept & Measurement Of Cost Of Capital:** Introduction, Concept, Definition & Importance, Assumptions, Cost Of Debt, Cost Of Preference, Cost Of Equity, Weighted Average Cost Of Capital. Numerical Problems.
- 5. Leverage Analysis:** Concept of Leverage, Operating Leverage, Financial Leverage, and Combine Leverage. Importance of Leverages, Relationship of Leverages with Capital Structure, EBIT-EPS analysis Numerical problems.
- 6. Time Value Of Money:** concept and Utility, Future Value of a Single Cash Flow, Multiple Flows and Annuity. Present value of a Single Cash Flow, Multiple Flows and Annuity. Compounding and Discounting Techniques, Numerical Problems.
- 7. 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.
- 8. An Introduction to Capital Structure Theories and Dividend Policy Decisions:**
Books Recommended: Text Book:
Financial Management by Khan and Jain
Financial Management by I.M. Pandey
Financial Management by Prashana Chandra

SCHOOL OF COMMERCE

GLOBAL BUSINESS COMMUNICATION & PUBLIC RELATION

COURSE CODE : MFT- 2206

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 & Informal, Forms of Communication – Verbal & Non – verbal , Role of culture in Global 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. a gentry, Publicity, Propaganda, Tools & PR Writing Press Release, Laws & Ethics in PR.
5. **Digital PR, PR in age of New Media:**
Challenges & Opportunities, Crisis Communication with recent egs. Building online 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

SCHOOL OF COMMERCE

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.

SCHOOL OF COMMERCE

PERSONALITY DEVELOPMENT COURSE CODE : MFT- 2208

Course Objective: To prepare the students for the next level corporate zones and gets selected in campus drives and desired jobs. The whole syllabus would help the student get groomed about the current corporate needs in a candidate in terms of the required skill set.

Course Content:

- 1. Communication and Soft Skills**
- 2. Group Discussions:**

Part A: Knowledge of the Topic, Communication Skills, Leadership Quality, Creativity Initiative, Self Confidence, Decision Making and Facilitating Skills Enthusiasm, Criteria & Rules for GD

Part B: Factual Topics, Controversial Topics, Abstract Topics, Practice GDs

- 3. Extempore**
- 4. Corporate Resume Building**
- 5. Personal Interviews: Technical and HR**

SCHOOL OF COMMERCE

MBA (Foreign Trade) – 2 Years

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MFT-2107	Foreign Language-I

Semester-2 (January to June)

MFT-2201	Quantitative Techniques for Foreign Trade
MFT-2202	Export-Import Management
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Semester-3 (July to December)

MFT-2301	Foreign Exchange and Exchange Control
MFT-2302	Insurance and Risk Management in FT
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Semester-4 (January to June)

MFT-2401	EXIM Financing
MFT-2402	Taxation in Foreign Trade
MFT-2403	Export Incentives and Institutional Support
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MFT-2406	Foreign Language - II
MFT-2407	Research Project *

SCHOOL OF COMMERCE

SCHOOL OF COMMERCE **Devi Ahilya Vishwavidyalaya, Indore**

Subject Scheme and Syllabus

MBA (Foreign Trade) Post Graduate Programme
Session – July to December

Semester-III (July to December)

MFT-2301	Foreign Exchange and Exchange Control
MFT-2302	Insurance and Risk Management in Foreign Trade
MFT-2303	Multinational Financial Management
MFT-2304	International Marketing Management and Consumer Behavior
MFT-2305	International Human Resources Management & Organizational Behavior
MFT-2306	International Business Laws
MFT-2307	Statistical Analysis & Research Methodology

Course Co-ordinator

Dr. Rajeshri Desai

MBA (FOREIGN TRADE) POST GRADUATE PROGRAMME

SCHOOL OF COMMERCE

FOREIGN EXCHANGE AND EXCHANGE CONTROL

COURSE CODE: MFT -2301

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

SCHOOL OF COMMERCE

INSURANCE AND RISK MANAGEMENT IN F.T **COURSE CODE: MFT -2302**

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

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MULTINATIONAL FINANCIAL MANAGEMENT **COURSE CODE: MFT -2303**

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:

Unit 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.

Unit 2. MULTINATIONAL WORKING CAPITAL MANAGEMENT: Short-term overseas financing sources; International management of cash, accounts receivable and inventory management.

Unit 3. MULTINATIONAL INVESTMENT DECISIONS: Capital Budgeting for multinational corporations.

Unit 4. INTERNATIONAL FINANCING: Equity financing, bond financing, bank financing, direct loans, Government and development bank lending, Capital structure & cost of capital.

Unit 5. PORTFOLIO INVESTMENT: Benefits of International portfolio investment, spreading risk, international capital asset pricing, international diversification.

Unit 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, Thomson South West Publication
- 5.Multinational Financial – Madhu vij Excel Books.

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INTERNATIONAL MARKETING MANAGEMENT & CONSUMER BEHAVIOUR

COURSE CODE: MFT -2304

Course Objective

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

Course Contents:

Unit-1: INTRODUCTION TO INTERNATIONAL MARKETING: Nature and significance; Scope, Importance of International marketing, Complexities in international marketing, International Market orientation – EPRG framework; International market entry strategies. International business environment: internal environment; external environment – geographical, demographic, economic, socio-cultural, political and legal environment; impact of environment on international marketing decision.

Unit-2: INTERNATIONAL MARKETING STRATEGIES & ELEMENTS OF INTERNATIONAL MARKETING MIX: International Market-Segmentation, Targeting & Positioning, 4P's of International Marketing.

- a) Product-International Product Life Cycle, New Product Development, Diffusion of Innovation, Standardization vs Adaptation of products.
- b) International Pricing Strategies & issues.
- c) Managing International Distributional Channels Choice of Distributional Channels in different Markets.

Advertising & Sales Promotion-Advertising and other types of Promotion, International Advertising: Developing International Advertising Strategy, Media choices for international Advertising, Cultural issues, Personal Selling.

Unit-3: INTRODUCTION TO THE STUDY OF CONSUMER BEHAVIOR:

Diversity of C consumer Behavior – Concept and need for Consumer Behavior – Development of Consumer Behavior - Consumer Behavior models. Introduction to Consumer decision making model.

Unit-4: DETERMINANTS OF CONSUMER BEHAVIOR: Motivation-Perception-Learning –Personality-Attitudes and Behavior.

Unit-5: 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-6:- CASE STUDY OF :

1. International Marketing Firms II. Consumer Behavior.

Suggested Readings:

1. International Marketing by J. M.Hess and P.R Catecora.
2. Consumer Behavior by Leon G.Schiffman & Leslie Lazar Kanuk.

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INTERNATIONAL HUMAN RESOURCE MANAGEMENT & ORGANIZATIONAL BEHAVIOR

COURSE CODE: MFT -2305

Course Objective

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

Course Contents:

UNIT I - 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.

UNIT II - COMPENSATION SYSTEMS: Multinational compensation systems, factors affecting compensation systems.

UNIT III - UNDERSTANDING THE CULTURE: Cross culture business communication and behavior. Cross cultural studies of Hofstede, Kluckhohn Stoodbeck; Ethical relativity versus ethical absolutism. International Recruitment & Selection.

UNIT IV - INTERNATIONAL RECRUTMENT & 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)
4. Recruitment & Selection by Multinationals International orgn. Ethics.

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INTERNATIONAL BUSINESS LAWS **COURSE CODE: MFT -2306**

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. Schmitt off C.M., Essays on international Trade Law

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2. Comments on International Trade Law by Professor Rafiqul Islam
 3. International Trade Law by Lord Templeman
 4. Law of International Trade by Pamela Sell man
 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>

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STATISTICAL ANALYSIS AND RESEARCH METHODOLOGY

COURSE CODE: MBA (FT) – 2307

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: Coorelation & 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.

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MBA (Foreign Trade) – 2 Years

Semester-1 (July to December)

MFT-2101	Management Concepts and Organizational Behavior
MFT-2102	Global Business Environment
MFT-2103	Managerial Economics
MFT-2104	Accounting for Managers
MFT-2105	Export Import Policy, Procedure and Documentation
MFT-2106	World Trade Organizations
MFT-2107	Foreign Language-I

Semester-2 (January to June)

MFT-2201	Quantitative Techniques for Foreign Trade
MFT-2202	Export-Import Management
MFT-2203	India's Foreign Trade: Trends, Prospects and Strategies
MFT-2204	International Economics & Trade Theories
MFT-2205	Financial Management
MFT-2206	Global Business Communication and Public Relations
MFT-2207	Computer Application in FT

Semester-3 (July to December)

MFT-2301	Foreign Exchange and Exchange Control
MFT-2302	Insurance and Risk Management in FT
MFT-2303	Multinational Financial Management
MFT-2304	International Marketing Management and Consumer Behavior
MFT-2305	International Human Resource Management and OB
MFT-2306	International Business Laws
MFT-2307	Statistical Analysis and Research Methodology

Semester-4 (January to June)

MFT-2401	EXIM Financing
MFT-2402	Taxation in Foreign Trade
MFT-2403	Export Incentives and Institutional Support
MFT-2404	Export Pricing and Product Planning
MFT-2405	International Logistics and Supply Chain Management
MFT-2406	Foreign Language - II
MFT-2407	Research Project *

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SCHOOL OF COMMERCE **Devi Ahilya Vishwavidyalaya, Indore**

Subject Scheme and Syllabus

MBA (Foreign Trade) Post Graduate Programme
Session – Jan to June

Semester-IV (January - June)

MFT-2401	EXIM Financing
MFT-2402	Taxation in Foreign Trade
MFT-2403	Export Incentives and Institutional Support
MFT-2404	Export Pricing and Product Planning
MFT-2405	International Logistics and Supply Chain Management
MFT-2406	Foreign Language - II
MFT-2407	Research Project *

Course Co-ordinator

Dr. Rajeshri Desai

SCHOOL OF COMMERCE

EXPORT- IMPORT FINANCE

COURSE CODE - MFT - 2401

Course Objective:3

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

Course contents

1. **Terms of Payment** - 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** -

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 & Documention – Khushpat S.Jain

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MBA (FOREIGN TRADE) POST GRADUATE PROGRAMME

SCHOOL OF COMMERCE

TAXATION IN FOREIGN TRADE COURSE CODE: MBA (FT) – 2402

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 and Valuation Rules of Import/Export.
2. Exemption, Remission & Demand of Duty.

Unit II: OTHER PROVISION OF CUSTOM ACT, 1962 For:

1. Importation & Exportation.
2. Duty Drawback Rules.
3. EOU & SEZ.
4. Warehousing
5. Baggage, Courier & Post.
6. Export, Incentives.

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.
3. Exemption from duty for SEX/EOU.
4. Export under claim of Rebate.

SERVICE TAX & VAT

1. Concept of Service Tax, Valuation of output services.
2. Provision related to Export & Import of Services.
3. Reverse charge method.

UNIT IV: ELEMENT OF DIRECT TAXES

1. Basics of Income Tax Act, 1961.
2. Incidence of Tax, Corporate Tax Rate, Taxation of companies.

UNIT V: OTHER PROVISION OF INCOME TAX

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

Book References:

1. Direct Taxes – Law & Practice – Vinod Singhania.
2. Indirect Taxes – Bangar & Bangar
3. Indirect Taxes – VS Datey

SCHOOL OF COMMERCE

EXPORT INCENTIVES & INSTITUTIONAL SUPPORT **COURSE CODE : MFT- 2403**

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 –

(i) Market – based Exchange Rate

(ii) Fiscal concession – Tax concessions, Methods of Calculation of export profits.

(iii) Facilities under EXIM Policy – 5 year duration of policy , direction of imports into three categories , EPCG Scheme , Duty exemption scheme , Advanced licenses , special Imprest license , Pass Book Scheme.

3.Incentives to Trading Houses_ - Export Houses , Trading Houses , Star Trading Houses , Superstar Trading Houses.

4.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 ,National Award.

5.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

SCHOOL OF COMMERCE

EXPORT PRICING & PRODUCT PLANNING **COURSE CODE : MFTF- 2404**

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 :

- a. **Actors in pricing decisions** - Pricing and non-price factors in international marketing.
- b. **Methods of Pricing** – Cost oriented pricing, Market oriented pricing, Impact of contract conditions on pricing , Differential Export pricing , International Dumping , Management philosophy.
- c. **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.
- d. **Product Planning** – Product adaptation , factors affecting design changes , Product Life cycle , Standardization.
- e. **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

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INTERNATIONAL LOGISTICS AND SUPPLY CHAIN MANAGEMENT

COURSE CODE: MBA (FT) – 2405

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
 5. International Business Environment – Francis Cherunilam
 6. Supply Chain Management - Strategy, Cases & Best Practices – D K Agrwal.
 7. Essential of Supply Chain Management – Dr R p Mohanty & DrS G Deshmukha
 8. Logistics and Supply Chain Management –
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FOREIGN LANGUAGE-II **GERMAN** **COURSE CODE : MFT – 2406**

Course Objective: This course has been included in the curriculum with the clear objective that a student should have exposure to one or two foreign languages as this will help him interact easily and effectively in a foreign country and communication barriers may be lifted.

Course contents

The country and its culture.

Introduction to Germany, German, culture, people, a brief about its history and geography.

- 1) Greetings, basic pleasantries, dialogues based on situations like personal reservation. Vocabulary building for informal conversation (Personal introduction / family).
- 2) Verbs-regular, irregular, helping, trennbar, modal verb conjugation.
- 3) Nouns with gender, articles and their usage in different cases. Personal and possessive pronouns. Singular and plural forms. Structure of sentence.
- 4) Preposition-temporal and local (Talking about time and place.)
- 5) Reading comprehension and informal letter writing.

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RESEARCH PROJECT **COURSE CODE: MBA (FT) – 2407**

Course Objective:

The objective of the Research Projects is to develop the ability of the student to select a topic or problem of study, give it a framework and analyses it in a manner to end up with meaningful conclusions / recommendations.

Course Contents:

1. Selection of a topic of study in consultation with the faculty of the institute.
2. Collect primary data or information relevant to the topic.
3. Analyse the data collected by using modern statistical and other tools.
4. Come out with appropriate conclusions and suggestions / recommendations.

The Research Project should not be based only on published or unpublished data collected or compiled by other researcher / student and it should not be a voluminous report. Normally the Research Project should consist of 50 to 75 pages total. Before submission it should be approved by the guide under whose supervision it is prepared.

Clarity of problem formulation, quality of analysis, original contribution of the student, and overall written as well as oral presentation constitute the basic characteristics of the research work.
