



B. J. VANIJYA MAHAVIDYALAYA

(Autonomous)

(Grant-in-Aid)

(Affiliated to Sardar Patel University)

Vallabh Vidyanagar- 388 120, Dist. Anand, Gujarat, India

Accredited with CGPA of 2.78 on four-point scale at B++ Grade by NAAC

Syllabus as per the NEP 2020 with effect from June – 2026

Bachelor of Business Administration (B.B.A.) (General)

Semester – V

Course Code	UM05MABBA05	Title of the Course	Export Management - I
Total Credits of the Course	04	Hours per week	04

Course Objectives:	1) To provide students with a working knowledge of the concepts of exports and International Marketing Environment. 2) To demonstrate the role of Foreign Trade Policy. 3) To engage in a collaborative learning process to develop a better understanding of the context and domain of export management. 4) To prepare students personally and professionally for meaningful employment by reflecting on the issues of export assistance 5) To understand functioning of various export promotion organizations/agencies at national and international level.
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Course Content		
Unit No.	Description	Weightage (%)
1	Indian Economy and Exports • Export Marketing: Meaning & scope, • Difference between Export Marketing & Domestic Marketing , • Problems of exports in India, • International Marketing Environment: Factors, • Trade barriers : Tariff and Non- Tariff	25%
2	Institutional Infrastructures for Exports • India's Current EXIM (Foreign Trade) Policy-features and amendments • Export Promotion Agencies: Export Promotion Councils, Commodity Board & FICCI • Service Organizations: ITPO, FIEO, IIFT	25%
3	Export Assistance • Need for Export Assistance • Export Promotion Measures • Deemed Exports • Star Export-Houses • Special Economic Zones (SEZs)	25%



4	Identification of Markets for Exports • International Trade Promotion Agencies: WTO, IMF, UNCTAD • Regional Economic Groups: EU, ASEAN, SAARC, United States of America, Mexico, and Canada (USMCA)/ (NAFTA)	25%
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Teaching-Learning Methodology	The course would be taught /learnt through ICT (e.g. Power Point Presentation, Audio-Visual Presentation), Lectures, Group Discussions, Quizzes, Assignments, Case Study and Browsing E- Resources.
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Internal and External Examination Evaluation

Sr. No.	Details of the Evaluation / Exam Pattern	50 Marks (%)	25 Marks (%)
1	Class Test (at least one)	15 (30%)	10 (40%)
2	Quiz (at least one)	15 (30%)	05 (20%)
3	Active Learning	05 (10%)	----
4	Home Assignment	05 (10%)	05 (20%)
5	Class Assignment	05 (10%)	----
6	Attendance	05 (10%)	05 (20%)
Total Internal (%)		50 (100%)	25 (100%)
Final Examination (%)		50 (100%)	25 (100%)

Sr. No.	Course Outcomes: Having completed this course, the learner will be able to
1)	Understand the concept of Export Marketing, Environmental factors and Trade barriers of International Trade.
2)	Acquire knowledge regarding Foreign Trade Policy, Promotion agencies and service organization.
3)	Know need for export assistance, export promotion measures and special economic zone.
4)	Understand objectives and functions of International Trade Promotion Agencies and Regional Economic Groups.

Sr. No.	Suggested References:
1)	Export Management: TAS Bala Gopal, Himalaya Publishing House.
2)	International Marketing Management: V. L. Varshney & B. Bhattacharya.
3)	Export Marketing: B. s. Rathore & J. S. Rathore, Himalaya Publishing House.
4)	Export Marketing: Acharya & Jain, Himalaya Publishing House.
5)	Foreign Trade-Review: Indian Institute of Foreign Trade.
6)	International Business: Dr. R. Chandran, Jaico Publishing House

Sr. No.	On-Line Resources available that can be used as Reference Material
1)	https://www.trade.gov/knowledge-product/india-trade-barriers
2)	https://ic.gujarat.gov.in/Assistance-to-States-for-Developing-Export-Infrastructure-and-Allied-Activities-ASIDE-Scheme.aspx
3)	https://content.dgft.gov.in/Website/DGFT%20FAQs%20-%20Status%20Holder%20Certificate%20v1.0.pdf
4)	https://www.commerce.gov.in/international-trade/india-trade-portal-of-saarc-asean-and-top-25-countries/