

## **(303F) INTERNATIONAL MARKETING**

- 1.** Objectives of International Marketing – Challenges and opportunities in International Marketing – Quality considerations in International Marketing – Underlying forces of International Marketing. [6]
  - 2.** Global marketing environment –Economic Environment, Socio-cultural Environment –Legal and Statutory Framework. [8]
  - 3.** Global Marketing Information System and Research. [6]
  - 4.** Market section, International Market entry strategies.
  - 5.** Planning for International Marketing- Global Marketing Mix [20]  
( Product, Price, Promotion, Place )
  - 6.** Documentation and procedural complexities- Registration with various agencies – Compulsory Quality Control- Processing Export Orders. [16]
  - 7.** Limitations of Global Marketing. [4]
- 

### **Books Recommended:-**

1. International Marketing, R.M.Joshi, OUP
2. Global Marketing Management, K. Lee, OUP
3. International Marketing-Cateora.
4. Managing International Marketing –Varkey.
5. Creating Market across the Globe: Strategies for business excellence – Korwar
6. Essence of International Marketing –Stan Paliwoda.
7. Global Marketing Management-Warren J. Keegan.
8. International Marketing Management-Subhash Jain.
9. International Marketing Micheal- R Czinkota, Iikka A Ronkainen
10. International Marketing, R.M. Joshi

# **(304F) INTERNATIONAL LOGISTICS & SUPPLY CHAIN MGT.**

## **1. INTRODUCTION: [6]**

International Logistics and Supply chain management: meaning and objectives, importance in global economy, Characteristics of global supply chains, Supply chain relationship to business performance, -Key tasks of logistics and supply chain managers, Role of Government in controlling international trade and its impact on Logistics and supply chain

## **2. SUPPLY CHAIN STRATEGY: [4]**

Supply chain as a competitive advantage, Global Supply chain strategy, Structuring supply chain capabilities, Business matching supply chain design with business strategy.

## **3. TRANSPORTATION: [6]**

Strategic importance of transport in global logistics, logistical objectives of transport, International Ocean Transportation, International Air Transportation, and International Land Transportation: types, characteristics and salient features, intermodal transportation in international operations, factors influencing mode and carrier selection decision,

## **4. OUTSOURCING AND LOGISTICS SERVICE PROVIDERS [6]**

Intermediaries and Alliances in Global Logistics, Meaning of 3 PL and 4 PL service providers, role in Global logistics, types of services, considerations for hiring 3PL and 4 PL service providers. Concept and need of outsourcing, determinants for outsourcing decisions, role of outsourcing in global supply chain management.

## **5. CUSTOMER SERVICE: [4]**

The marketing and logistics interface, customer service and customer retention, Service driven logistics systems, customer service priorities and standards, customer service strategy

## **6. PLANNING GLOBAL SUPPLY CHAIN [4]**

Planning the global supply chain, Network design for global supply chain management, Risk management in the global context, Measuring logistics cost and performance. Benchmarking the supply chain, Performance measurement and evaluation in global supply chains

## **7. GLOBAL TRADE ENVIRONMENT [8]**

a. Global trade environment: various trade blocks/FTZ and their impact on supply chain management, Customs and Regulations, Trade Documentation, International Contracts, Terms of Trade, Term of Payment, International Currency, INCO terms, Logistical packaging, containerization.

## **8. NETWORK DESIGN : [4]**

Decisions in Network design-strategic importance, location of plant, warehouse, facilities; capacity and number of warehouses: Factors influencing network design decisions,

## **9. INVENTORY FLOW AND MODELING: [4]**

Approaches to Inventory Management in Global Supply Chain Management; Distribution Resource Planning; Symptoms of poor Inventory Management, Modeling in Supply chain: inventory models, safety stock determination for service level, and lead time; forecasting models, routing problem.

## **10. COORDINATION IN SUPPLY CHAIN: [4]**

Importance of Coordination in Supply Chain, Bullwhip Effect, Effect of lack of Coordination on performance, Obstacles to Coordination, Strategies to achieve coordination, Building Strategic Partnership and Trust In Supply Chain.

## **11. INFORMATION TECHNOLOGY IN SUPPLY CHAIN: [4]**

Role and Importance of IT in Supply Chain Management, IT solutions for Supply Chain Management, Supply Chain Information Technology in Practice.

## **12. PERFORMANCE MEASUREMENT AND TRENDS [6]**

Dimensions of Performance Metrics, Approaches/tools for Performance Measurement, Measuring logistics cost and performance. Benchmarking the supply chain, Performance measurement and evaluation in global supply chains, Impediments to improve Performance, Trends in International supply chain management.

## **(305F)- ENVIRONMENT & GLOBAL COMPETITIVENESS**

- 1.** Overview of commercial geography. Impact of geographical aspects on international business and business strategies. [10]
- 2.** Global dynamics: interplay of local, national , regional and worldwide forces OECD/WEF/ G8 / G33. Economic, political, social, cultural, legal, technological forces. [14]
- 3.** Reconciliation of global aspirations and nationalistic compulsions for sustained growth [4]
- 4.** Konichi Ohmae's concept of borderless world [4]
- 5.** Evaluation of diverse environmental forces to create database to do business with various nations /regions [8]
- 6.** Definition and Scope of competitiveness.
- 7.** Theories of international trade: Adam Smith , Recardo, Heauhar& Ohalin, Jagdish Bhagawati. [8]
- 8.** Michel Porter's five force and competitive advantage theory. [4]
- 9.** Indicators of world competitiveness. Ranking of the current year and India's position. [6]
- 10.** Changes in the top 5 rankings in last 3 year and lessons thereof [2]

## **(306F)- INTERNATIONAL REGULATORY ENVIRONMENT**

1. World Trade Organization, General Agreement on Trade and Tariff [2]
2. What is WTO, structure , strength and weakness, prospects [4]
3. Ministerial Conferences, Dispute settlement mechanism( with cases) [4]
4. WTO and other international regulatory. Organizations, UNCTAD etc [2]
5. Agreement on goods / services, intellectual properties. [2]
6. Regional trade agreements and WTO, ILO [2]
7. International arbitration UNICITRA
8. FTA / Taxation / CEC [2]
9. Transfer pricing and WTO [2]

---

### **Books Recommended:**

1. WTO Publications, WTO Website
2. WTO Agreement and Indian Agriculture by A.Huda SSP(OL)

# **(307F)- EXPORT & IMPORT PROCEDURES**

## **1. Preparation for Exports [6]**

Registration –IEC, EPC, CENTRAL EXCISE, Category of Export - Physical

(1) Direct (2) Indirect, Deemed Export, Category of Exporters -Manufacturers / Merchant Exporters- (1) General (2) EOU (3) SEZ (4) EH/ TH/STJ

## **2. Export Benefits : [3]**

Duty Drawback, Advances Licensing CENVAT, Sales Tax Exemption, IPRS, Excise Clearance Benefit / Rebate, Income Tax Benefit

## **3. EXPORT – IMPORT POLICY 2002-2007 [9]**

Procedures and Documentation, GSP Rules of Origin, ECGC, Exim Bank / Lines of Credit.

## **4. Documents prescribed by some importing countries [6]**

Trade Fair Authority Exhibitions / International Exhibition / FIEO/ ITPO L/C, B/L etc. Costing, QBAL/ VBAL, DEPB

**5.** Current trends in export, experience of other countries like Japan, South Korea and Singapore, Malaysia EC Units ( UK, Denmark, Sweden, Finland ) USA etc., Foreign Remittances **[2]**

## **Import Procedures: [4]**

**1.** Import Management in a developing economy

**2.** Import Procurement Planning

- 3.**
- a) Registration of factories with concerned authorities DGTD, SSE, in relation to import of Capital Goods
  - b) Project Import/ EPCG

**4.** Identification, Selection and Evaluation of Suppliers

**5.** Purchase Contract, Terms of Delivery and Payment.

**6.** Import Licensing Policy

- a) Advance License
- b) Duty Exemption Scheme

**7.** Role of Clearing and Forwarding Agents

**8.** Customs Duty, Customs Valuation rules

**9.** Documents for Customs clearance of import consignment.

**10.** Customs clearance of Import Cargo by Sea, Air, Post

**11.** Marine Insurance

**12.** Transport till destination.