



Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore
Shri Vaishnav Institute of Textile Technology
Choice Based Credit System (CBCS) in Light of NEP-2020
Generic Elective for UG Courses
(2021-2025)

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL		L	T	P	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
BTTX904	GE	MERCHENDISING AND EXPORT MANAGEMENT	60	20	20	-	-	3	0	0	3

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C – Credit.

***Teacher Assessment** shall be based following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

Course Educational Objectives (CEOs):

1. To provide the knowledge about the Merchandising & export
2. To impart conceptual knowledge for the Export procedure
3. To understand marketing management for business expansion.

Course Outcomes (COs)

Student will be able:

1. To apply their knowledge on the various functions of the merchandiser
2. To make export documentation
3. To identify the suitable market situation
4. To use their knowledge for managing the export & merchant activity

Unit I

10 HRS

Definition of Marketing Management, its function and objectives, types of market, market research, classification of product, marketing mix, elements of cost.

Unit II

12 HRS

Merchandising, Main merchandising functions, factors affecting merchandising, visual merchandising, roles and responsibilities of a merchandiser, seasonality of marketing

Unit III

08 HRS

Introduction on procedure of exports & import, export - import policy of India, export procedure, Export Licence, functions of export house.

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Unit IV

09 HRS

International Marketing: Nature and Scope of International Marketing, Licensing/franchising, Exporting, turnkey contracts, joint venture, Mergers and acquisition, direct and indirect exporting.

Unit V

08 HRS

Export Promotion schemes and measures in India, brief intro on ECGC (Export Credit and Guarantee Corporation), EPB (Export Promotion Board), SEZ (Special Economic Zone), FEMA. Competitive position of Indian Business.

Text Books:

1. Principles of marketing - Philip Kotler.
2. Garment Exports – D.O. Koshy.
3. Fashion Merchandising, Elaine Stone, Jean and samples.
4. N Kumar, R Mittal, 'Export management', Anmol Publication Pvt Ltd, New Delhi.

References:

1. Darliekoshy, 'Effective Export marketing of apparel', Global Business Press.
2. Khurana, P.K "Export Management" Galgotia publishing house, 2001.
3. Kumar and Mittal "Export management" Anmol Publications, 2002.

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