



**Deccan Education Society's
Brihan Maharashtra College of Commerce (AUTONOMOUS)
845 Shivajinagar, Pune-411004**

Programme- PGDIB

Subject code- 7101

Semester- 1

Credits- 3

Subject title- International Marketing 1 (Pattern 2022)

Course Objectives-

To study the basics of international marketing.

To understand the issues while conducting international marketing.

Course Outcomes-

Define international marketing and its basic concepts.

Outline the importance of environmental factors in influencing international marketing decisions.

Identify various entry modes of international markets.

Develop an understanding towards different techniques of segmenting and targeting global consumers.

Explain the role of services in international marketing.

Explain product and packaging requirements from international and environmental perspective.

Syllabus:

Unit No.	TOPICS	No. of Lectures
1	Introduction to International Marketing – Meaning and Definition of International Marketing Difference between international marketing and international trade Evolutionary Process of Global Marketing Reasons for entering in International Marketing Hurdles/Challenges faced when entering International Markets Present Global Business Scenario	10
2	Basic Concepts and Entry Strategies of International Marketing Concept of Marketing Mix EPRG framework 3C's of International Marketing (Currency, Country of Origin and Competition) Deciding to internationalize Market selection and Planning Phase Modes of Entry	10
3	International Market Segmentation, Targeting and Positioning – Meaning and definitions of Segment Bases for international Market segments Essentials of a good and most effective segmentation International Market Targeting International Market Positioning	5
4	Planning the Marketing Mix Product – International PLC Product Strategies Building Global Brands Packaging and Labeling	10
5	International Marketing of Services – Meaning and Definition of Services Characteristics of Services Differences between goods and services marketing International Trade in Services Barriers to International Marketing of Services	10

Teaching Methodology/Pedagogy- Lecture Method, Presentation, Case Study, and Guest Lectures

Suggested Reference Material-

International Marketing Kothari

International Marketing – Rakesh Mohan Joshi

Services Marketing – Christopher Lovelock

International Marketing (e-Book) – Francis Cherunilam



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Programme- **PGDIB**

Subject code- **7102**

Semester - **I**

Credits: **03**

Subject title – **Export & Import Procedure (2022 Pattern)**

Course Objectives-

To make students well aware of the basics of EXIM trade, effects of Globalisation.
To make the students ready for employment and self-reliant in this business. Course Outcomes-
On completion of this course, students will be able to-
Define the major terms used in International Trade.
Summarize different procedures to be followed in International Trade.
Examine recent trends in International Trade.
Correlate the concepts of EXIM in case study.
Discuss the benefits offered by government and important provisions of International Trade.

Critically state the importance of EXIM procedures.

Unit No.	Topics	No. of lectures
1	Essentials of Export & Import Trade	5
	Categories of Exports & Imports, Latest Foreign Trade Policy, Foreign Trade (Development & Regulation) Act, 1992 (Important Provisions)	
2	Export Procedure	12
	Registration with authorities (IEC, BIN, RCMC, EPC), Role of DGFT, Different schemes for exporters (DBK, Remission Scheme, AA), Export Documentation, Export Declaration, SEZ(DESH)	
3	Import Procedure & Management	12
	Planning, Procurement, Identification, Sourcing & Selection of supplier, ITC(HS), Role of Freight Forwarder, Customs Broker, Types of duties, Legalities of Imports (Restricted, Prohibited, Canalised), INCO Terms, Import Documents and Declaration, Shipping Terms	
4	Benefits available to Indian Traders	7
	Role of ECGC, EXIM Bank, Excise Clearance Process, Input Tax Credit (GST Benefits), Types of Pre & Post	
	Shipment Finance, Inward & Outward Remittances (EDPMS, IDPMS)	
5	Important Provisions	9
	FEMA 1999 (Provisions for exports and imports), GSP (Generalised System of Preferences) Rules, Packaging, Labelling, Marine Insurance (Types and Coverage), Concept of Warehousing (Bonded Warehouses)	
	TOTAL NO. OF LECTURES	45

Teaching Methodology/ Pedagogy –

Lecture method,

Case study

News

Suggested Reference Material –

Export Import Management (Justin Paul & Rajiv Asekar)

Export Import Procedures Documentation & Logistics (C. Rama Gopal)

Websites of DGFT, ECGC, EXIM Bank and other officials.

IIFT Journals

FEDAI Books



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Programme- PGDIB

Subject Code-7103

Semester - I

Credit - 3 Subject title- – Global

Economy and Foreign Trade (2022 pattern)

Course Objectives-

- To enable the students to understand the meaning of international trade , its origin and significance
- To critically evaluate the theories related to trade
- To enable the students to evaluate trade policies
- To understand the concept of economic integration and globalization

Course Outcomes-

- On completion of the course, students would be able to:
- To define various terms and concepts related to foreign trade
- To compare free trade policy Vs protection policy
- To analyze the impact of globalization
- To explain the various theories related to International trade
- To examine the factors affecting terms of trade and gains from trade
- To assess the effectiveness, problems of various regional agreements

Syllabus-

Unit No.	Topics	No. of lectures
1	Meaning of International trade and Inter regional trade: Rationale of foreign trade Comparison between inter regional and international trade	5
2	Theories in International trade : Trends in trade theories: Classical to modern National Competitive Advantage: Porter's Diamond Modern Theory: Vernon's Product Cycle, Krugman's Intra Trade Theory Gains from trade: Meaning and factors affecting gains from trade Terms of trade: Types and factors affecting terms of trade	10
3	International Trade Policy: (i) Free Trade Vs Protection (ii) Trade Barriers: Tariff: meaning, types and effects Import quotas: objectives, types Concept of Dumping	10
4	Regional Economic Integration: Levels of Economic Integration Regional Integration: Case for and against Regional Grouping among developing economies : SAARC, ASEAN, BIMSTEC, BRICS Regional Grouping among developed countries: NAFTA, European Union	10
5	Globalisation and its impact: Meaning, benefits and challenges Prospects of globalisation of Indian business: points favourable and unfavourable, Strategies Multinational Companies: Meaning, features, Management of MNCs	10

Teaching Methodology –

Lecture method, Case studies, Presentations

Suggested Reference Material –

Wiley, Dominick Salvatore, International Economics

Pearson Education, Paul Krugman, Maurice Obstfeld, International Economics

Excel Books India, International Economics, Raj Kumar

Vrinda Publications, International Economics, M.L. Jhingan

International trade journals

RBI reports



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Programme- PGDIB

Subject code- 7104

Semester- I

Credits- 03

Subject title- Commercial Law

Course Objectives-

To develop awareness relating to National and International Laws affecting business at National and International Level
To understand the International Dispute Settlement Methods
To have knowledge about Indian laws promoting International Trade

Course Outcomes-

Outlining and retrieving application of business law nationally and internationally
Understanding and summarizing role of International Institutions
Interpreting and commenting upon core provisions from Indian laws affecting International Trade
Interpreting and summarizing mechanism available internationally for settlement of trade disputes
Determining relationship between Indian Law and International Law

Syllabus:

Unit No.	Topic	No. of Lectures
1	Indian Laws affecting Trade	
	1.1 Indian Contract Act – Definition, Concepts, Kinds, Essentials of Valid Contract 1.2 Indian Sale of Goods Act – Introduction, Condition and Warranties, Transfer of Property, Performance of Contract of Sale 1.3 Intellectual Property Rights – Definition and conceptual understanding of – Patent, Trade Mark, Copy Rights, Industrial Design	
	1.4 Understanding the concept of Product Liability 1.5 Foreign Trade {Regulation and Development} Act, 1992 1.6 The Customs Act, 1962	
2	International Contracts	
	2.1 Export Sales Contract 2.2 Export Contract for consulting services 2.3 Project Export Contract 2.4 Credit Contract	
3	International Law	
	3.1 Meaning, Scope, Objects, State Jurisdiction 3.2 Transnational co-operations – Rights, Duties, Responsibilities 3.3 CERDS – Charter on Economic Rights and Duties of States 3.4 Laws relating to overseas distribution 3.5 Laws relating to overseas investment	
4	International Institutions, Role, Functions	
	4.1 UNCTAD – United Nations Conference on Trade and Development 4.2 UNCITRAL – United Nations Commission on International Trade 4.3 IFC – International Finance Corporation 4.4 UNDP – United Nations Development Programme 4.5 OECD – Organisation for Economic Cooperation and Development 4.6 Uniform Customs and Practice of Documentary Credits and International Chamber of Commerce	
5	Settlement of International Trade Disputes	
	5.1 WTO – Dispute Redressal System 5.2 International Court of Justice	
	5.3 World Bank Inspection Panel 5.4 ICSID – International Clauses for Settlement of Investment Disputes 5.5 International Commercial Arbitration	
	Total	54

Teaching Methodology/Pedagogy- Lecture, Discussions, Presentations, etc.

Suggested Reference Material- (in APA format only)

Mercantile Law – Pandiya

Business Law – Maheshwari & Maheshwari

Law of Contract – Avtar Singh

Law of Contract – Bangia

Commercial Law – Chawla and Garg

International Law – H O Aggrwal

Official websites of – WTO, ICSL, UNCITRAL, UNCTAD, IFC, UNDP, OECD



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Programme- PGDIB

Subject code- 7105

Semester- I

Credits- 3

Subject title- OVERSEAS MARKET RESEARCH

Course Objectives-

To understand the research concepts

To know more about market research

To find out characteristics of overseas market research

COURSE OUTCOMES: after completing the course the students will be able to

CO 1 Define Research and Establish the principles of Research

CO 2 Discuss the Importance of Defining a Research problem

w.r.t. the domestic/global market

CO 3 Identify the Needs/Wants and Demand of the Markets through effective Research

CO 4 Decipher the recent trends in the global markets

CO 5 Customize of tangible benefits for customers overseas

CO 6 Maintain business ethics and morals while conducting research

SYLLABUS

Unit No.	Topics	No. of lectures
1	INTRODUCTION TO RESEARCH meaning & definitions nature & scope characteristics of a good research importance of research limitations of research	8
2	INTRODUCTION TO MARKETING RESEARCH meaning & definitions nature & Characteristics Scope for Marketing Research Function limitations of MR	12
3	RESEARCH DESIGN research Problem :concept meaning definitions essentials of a good research design characteristics and importance of research design Types of research designs Stages involved in Marketing Research Process	10
4	TYPES OF MARKETING RESEARCH Product research Pricing research Advertising research Social Media research Global Marketing Research	8
5	SAMPLING PROCESS meaning concepts of Census and Sample types of sampling sampling design sampling procedure sampling error	7

Suggested Reference Material –

International Marketing Research Naresh Malhotra

International Marketing Research V Kumar

Teaching Methodology –

Lecture method

Case studies

Presentations

videos



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Programme- PGDIB

Subject Code- 7201

Semester- II

Credits- 3

Subject title- International Marketing 2 (Pattern 2022)

Course Objectives-

To study the basics of international marketing

To understand the issues while conducting international marketing

Course Outcomes-

Recall the major concepts and terms used in international marketing.

Explain the importance of multicultural dimension in conducting promotional campaigns.

Illustrate the relevance of service marketing mix elements in international marketing.

Classify the factors affecting pricing and distribution decisions in a global environment.

Identify emerging trends, opportunities and issues in international business scenario.

Justify the need of marketing mix plan based on social and ethical values.

Syllabus:

Unit No.	Topics	No. of lectures
1	Price – <ul style="list-style-type: none">▪ Objectives of Pricing in International Marketing▪ Value Proposition and Customer Value Triad▪ Factors affecting Pricing Decisions▪ Pricing Methods▪ Pricing Strategies▪ Transfer Pricing: Concepts and Methods	10
2	Place – <ul style="list-style-type: none">▪ International Channels of Distribution▪ Factors affecting Channel choice▪ Channels for consumer and industrial products▪ Selection criteria and evaluation <ul style="list-style-type: none">▪ Logistics options – Sea, Air, Road, Rail and Pipelines	10
3	Promotion – Sales Promotion Advertising Publicity Direct Marketing Personal Selling Integrated Marketing Communication	10
4	Services Marketing Mix – People: Concept and Components Process: Concept and Components Physical Evidence: Concept and Components Service Gaps International Marketing Practices of Top Service Companies	5
5	Emerging trends and issues in International Marketing – Use of technology in International Marketing Ethics in International Marketing Dumping Counterfeiting Grey Marketing	10

Teaching Methodology/Pedagogy- Lecture Method, Presentation, Case Study, and Guest Lectures.

Suggested Reference Material –

International Marketing Krinzota

International Marketing Kothari

International Marketing – Rakesh Mohan Joshi

Services Marketing – Christopher Lovelock

International Marketing (e-Book) – Francis Cherunilam



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Programme- PGDIB

Subject code- **7202**

Semester - **II**

Credits: **03**

Subject title – **Shipping & Global Logistics (2022 Pattern)**

Course Objectives-

- To make students well aware of the basics of Logistics and current scenario of International Logistics.
- To make the students ready for employment and self-reliant in this business. Course Outcomes-
- On completion of this course, students will be able to-
 - Define the major terms used in Logistics.
 - Summarize different logistics procedures to be followed in International Trade.
 - Examine recent trends in supply chain and logistics.
 - Correlate the concepts of logistics in case study.
 - Discuss the important provisions of Global Logistics.
 - Critically state the importance of logistics sector.

Unit No.	Topics	No. of lectures
1	Introduction to Logistics	7
	Meaning, Functions, Scope, Types of Logistics (Inbound, Outbound, Reverse, 3PL, 4PL, 5PL), Logistics Management and its elements	
2	Global Logistics	10
	Meaning of Global Logistics, Different types of cargo, INCO Terms, Various Documents used in shipping & logistics Types of Invoices Packing List B/L (Types) AWB (Types)	
3	Shipping by multimodal	10
	Types of Transport, Freight charges and its variances, Types of Ships, Types of planes, Role of Freight Forwarders, Shipping Agents	
4	Containerization	9
	Container – Origin, Types, Sizes and Capacities, Usages and their importance in EXIM, Inland Container Depots, Container Freight Stations	
5	Important Provisions and concepts	9
	Shipping Terms in International Trade, Packaging, Labelling, Shipping Mark, Challenges in Global Logistics, Basics of Freight Rates, Recent Trends in Logistics	
	TOTAL NO. OF LECTURES	45

Teaching Methodology/ Pedagogy –

Lecture method,

Case study

News

Suggested Reference Material –

International Logistics (Pierre David)

Operations Management (B. Mahadevan)

Supply Chain Management (Mohanty & Deshmukh)



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Programme- PGDIB

Subject Code-7203

Semester - II

Credit - 3 Subject title- – Global Economy and Foreign Trade

Course Objectives-

- To enable the students to understand the concept of Balance of Payment and Foreign Exchange Rate
- To analyze the importance and impact of capital flows.
- To understand the working of international bodies like IMF, WTO, BIS.
- To make the students aware of India's position in international trade.

Course Outcomes-

- On completion of the course, students would be able to:
- To define the functions of WTO, World Bank and IMF
- To compare flexible and fixed exchange rate systems
- To analyse the role of international capital flows
- To understand India's structure and composition of trade
- To examine the reasons for disequilibrium in BOP
- To evaluate convertibility of rupee

Unit No.	Topics	No. of lectures
1	Balance of Payment Meaning and components of BOT and BOP Disequilibrium reasons Measure to correct deficit in BOP	7
2	Foreign Exchange Management Foreign exchange and foreign exchange market: functions and classifications Exchange rate system Exchange rate and convertibility of rupee Foreign exchange risks, hedging and speculation	10
3	International Capital Movements International Capital Movements: Meaning, Classification Factors governing capital movements, Role of International capital movements Global Market Entry Strategies Recent trends in capital flows	10
4	International Organisations: WTO: Important Provisions and Agreements UNCTAD, IMF, World Bank, Asian Development Bank, ICC	10
5	Structure and direction of foreign trade Composition and direction of trade Determinants of imports and exports (iii) India's foreign trade policy (iv) Recent trends in India's trade policy	8

Teaching Methodology –

Lecture method, Case studies, Presentations, Class discussions, relevant videos Suggested Reference Material –

Wiley, Dominick Salvatore, International Economics

Pearson Education, Paul Krugman, Maurice Obstfeld, International Economics

Excel Books India, International Economics, Raj Kumar

Vrinda Publications, International Economics, M.L. Jhingan

Shroff Publishers, Foreign Exchange, International Finance and Risk Management, Fifth edition by A. V. Rajwade (Author), H. G. Desai (Author)

International trade journals

FEDAI books



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Programme- PGDIB

Subject code 7204

Semester- II

Credits 3

Subject title- OVERSEAS MARKET RESEARCH

Course Objectives-

To understand the research concepts like data, research methodology

To know more about market research techniques

To find out characteristics of overseas market research techniques and challenges faced

COURSE OUTCOMES: after completing the course the students will be able to

CO 1	Define different data types
CO 2	Understand types of data collection techniques
CO 3	Identify suitable methodology to be used for research
CO 4	Apply data processing techniques
CO 5	Interpret and present the results
CO 6	Maintain business ethics and morals while conducting research

SYLLABUS

Unit No.	Topics	No. of lectures
1	Data Collection Techniques Qualitative and quantitative data Secondary Data collection: advantages and disadvantages Need and usage International data collection Challenges faced	8
2	Primary Data Definitions types advantages and disadvantages Sources of primary data Observation , Interview, Focus groups , questionnaire and scheduling Sources of errors in primary data collection	12
3	Data Processing and analysis data editing & coding Tabulation and Graphical presentation of data statistical techniques Introduction to uni-variate & multivariate analysis	10
4	Report preparation & Presentation Research Paper writing Presentation skills	8
5	Ethical issues in International Marketing Research Cases in Overseas Marketing Research	7

Suggested Reference Material –

International Marketing Research Naresh Malhotra

International Marketing Research V Kumar

Teaching Methodology –

Lecture method

Case studies

Presentations

videos



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Programme- PGDIB

Subject code-7205

Semester- II

Subject title PROJECT

Credits- 3

Course Objectives-

To understand the concept and application of Overseas Market Research
To understand the concept and application of services marketing.
To apply research methodology to find out customer preferences to services

Course Outcomes-

On completion of the course, students would be able to
CO1: Study the selected international business sector in detail
CO2: Understand the changing trends in the selected sector
CO3: Discover the topic in detail
CO4: Conduct the research based study on the selected issue
CO5: Suggest the solution to the problem identified for the study
CO6: Conclude with comprehensive understanding of the topic studied

Guidelines for the Project

The student shall select a topic for research, under the guidance of the faculty.
The topic should be approved by the faculty.
The student should consult and get the approval of the faculty at every stage of the project.
The student should submit two hard bound and a soft copy on the date decided as per the exam schedule.
The student should be present for the project viva, which will be conducted by the external and the internal examiner.
The allocation of marks for the project would be as under

Printed Project	50 marks
Project Viva Voce	50 marks

Suggested Reference Material –

Business Research Methodology – J. K. Sachdeva (Himalaya Publication)
Research Methodology – C. R. Kothari
Business Research Methodology – D. K. Sharma & A. K. Gupta
Teaching Methodology –
Discussion and modification of each stage of the project
Teaching the basic concept of research methodology
Expected Outcome –
Understand the concept of research
Preparation of the project report