

Resolution No.: AC/II(23-24).2.RUA1

**S. P. Mandali's**  
**Ramnarin Ruia Autonomous College**  
*(Affiliated to University of Mumbai)*



**Syllabus for**

**Program: B.A.**

**Program Code: (COMMERCE) RUACOM**

**(Choice Based Credit System for the academic  
year 2024-25)**

## GRADUATE ATTRIBUTES

GA	Description
	<b>A student completing Bachelor's Degree in Arts program will be able to:</b>
<b>GA 1</b>	Demonstrate understanding and skills of application of knowledge of historical and contemporary issues in the social and linguistic settings with a transdisciplinary perspective to make an informed judgement.
<b>GA 2</b>	Analyse and evaluate theories of individual and social behaviour in the familiar contexts and extrapolate to unfamiliar contexts in order to resolve contemporary issues.
<b>GA 3</b>	Effectively and ethically use concepts, vocabularies, methods and modern technologies in human sciences to make meaningful contribution in creation of information and its effective dissemination.
<b>GA 4</b>	Explore critical issues, ideas, phenomena and debates to define problems or to formulate hypotheses; as well as analyze evidences to formulate an opinion, identify strategies, evaluate outcomes, draw conclusions and/or develop and implement solutions.
<b>GA 5</b>	Demonstrate oral and written proficiency to analyse and synthesise information and apply a set of cognitive, affective, and behavioral skills to work individually and with diverse groups to foster personal growth and better appreciate the diverse social world in which we live.
<b>GA 6</b>	Develop a clear understanding of social institutional structures, systems, procedures, and policies existing across cultures, and interpret, compare and contrast ideas in diverse social- cultural contexts, to engage reasonably with diverse groups.
<b>GA 7</b>	React thoughtfully with emotional and moral competence to forms of expressive direct action and apply social strategies toward eradicating threats to a democratic society and a healthy planet.
<b>GA 8</b>	Articulate and apply values, principles, and ideals to the current societal challenges by integrating management and leadership skills to enhance the quality of life in the civic community through actions that enrich individual lives and benefit the community.
<b>GA 9</b>	Recognize and appreciate the diversity of human experience and thought, and apply intellect and creativity to contemporary scenario, to promote individual growth by practicing lifelong learning.

## PROGRAM OUTCOMES

PO	Description
	<b>A student completing Bachelor’s Degree in Arts program in the subject of Commerce will be able to:</b>
<b>PO 1</b>	Acquire and apply conceptual and functional knowledge of business, management, organization, marketing, human resource, finance, services and other allied sectors to solve real world problems of complex business scenario.
<b>PO 2</b>	Comprehend and research various regulatory, social, political, economic and global factors impacting business practices, and assess and evaluate the challenges, and adapt to the constantly changing business environment.
<b>PO 3</b>	Gain critical insights and address issues in cross-culture and diversity, social responsibility and ethics and prepare for global excellence.
<b>PO 4</b>	Ability to identify, synthesize, articulate and apply multidisciplinary knowledge to practical business situations by using modern quantitative and qualitative tools and techniques.
<b>PO 5</b>	Critically investigate theoretical concepts and practical business problems by using appropriate research methods and analyse, formulate and propose solutions, and contribute to social, environment and sustainability goals.
<b>PO 6</b>	Develop and sharpen communicative competencies both oral and written, suitable in the modern technology oriented business settings and demonstrate leadership abilities to work independently, conduct team work, manage cross functional teams with diverse background through goal alignment and conflict resolution.
<b>PO 7</b>	Recognize opportunities for product or service development, and leverage creativity, innovation and entrepreneurial skills for managing new or existing business.
<b>PO 8</b>	Formulate plans and design strategies in line with the organization structure and resources and take fitting decisions using ethical approach, considering all stakeholders.

## PROGRAM OUTLINE

YEAR	SEMESTER	COURSE CODE	COURSE TITLE	CREDITS
TYBA	V	RUACOM501	Introduction to Management-I	4
TYBA	V	RUACOM502	Human Resources Management-I	4
TYBA	V	RUACOM503	Export Management-I	3.5
TYBA	VI	RUACOM601	Introduction to Management-II	4
TYBA	VI	RUACOM602	Human Resources Management-II	4
TYBA	VI	RUACOM603	Export Management-II	3.5
<b>TOTAL</b>				<b>23</b>

# SEMESTER V

**Course Code: RUACOM501**

**Course Title: Introduction to Management-I**

**Academic year 2023-24**

## COURSE OUTCOMES:

<b>COURSE OUTCOME</b>	<b>DESCRIPTION</b>  <b>After completing this course a student will be able to:</b>
<b>CO 1</b>	Exhibit familiarity of theoretical concepts of management and functions of management viz. planning, organizing, decision making, delegating and controlling.
<b>CO 2</b>	Analyse the organisational problems and make optimal managerial decisions
<b>CO 3</b>	Contribute as a manager / member of a team utilizing skills in management and propose solutions to solve organisational problems.
<b>CO 4</b>	Analyse the business environment and its impact on the organisational work culture.
<b>CO 5</b>	Apply the conceptual learning of management functions to the corporate world for effective management of business and service

## DETAILED SYLLABUS

Course Code/ Unit	Course Title : Introduction to Management-I		Credits-4
RUACOM501	Unit	Unit Title	Lectures (60)
	<b>I</b>	<b>Introduction to Management</b> <ul style="list-style-type: none"> <li>• Introduction - Definition of management – features – need and importance – Administration and Management</li> <li>• Management functions – managerial skills – management levels – Management as an art – management as science – management as a profession.</li> <li>• Approaches - Scientific Management Theory – Administrative Management Theory- Behavioural Management</li> <li>• Management Theory – System Approach – Contingency Approach– Henry Fayol’s Principles of Management</li> </ul>	<b>15</b>
	<b>II</b>	<b>Planning and Decision Making</b> <ul style="list-style-type: none"> <li>• Planning – Features – Need and Importance - Types /components of planning –Planning process –limitations – Problems - Essentials of good plan - objectives (basic /organic, economic, social, human, national) –</li> <li>• Decision making process – importance – techniques – Types Of Decisions – procedure and limitations</li> </ul>	<b>15</b>
	<b>III</b>	<b>Organising</b> <ul style="list-style-type: none"> <li>• Organising – principles – Formal and Informal Organisation, Organisational Charts – and Manuals</li> <li>• Line – Functional – Line and Staff organisation</li> <li>• Committee– matrix –organizational charts , Project Organisation</li> <li>• Delegation —Objectives- Elements – Problems in delegation</li> <li>• Centralisation and Decentralization of Authority</li> </ul>	<b>15</b>
	<b>IV</b>	<b>Controlling</b> <ul style="list-style-type: none"> <li>• Controlling – Meaning, Features, Process of controlling</li> </ul>	<b>15</b>

		<ul style="list-style-type: none"> <li>• Span of control –Factors Influencing Span of Control- Graicuna’s theory – Tall span and wide span</li> <li>• Techniques of controlling –Budgeting, budgeting process , Types of Budget</li> <li>• Budgetary Control – Merits and limitations</li> </ul>	
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### References:

- Drucker P. (2008). *The Practice of Management*. Harper Business.
- Durai. (2012). *Principles of Management: Text and Cases*. Pearson.
- Koontz H. (1972). *Principles of Management: An Analysis of Managerial Functions*. Tata McGraw Hill.
- Charles W. L. Hill and McShane S. (2007). *Principles of Management (SIE)*. McGraw Hill Education.
- Ramasamy. (2010). *Principles of Management*. Himalaya Publications.
- Reddy T. (2012). *Principles of Management*. Tata McGraw Hill.

**Course Code: RUACOM502**

**Course Title: Human Resource Management-I**

**Academic year 2023-24**

**COURSE OUTCOMES:**

<b>COURSE OUTCOME</b>	<b>DESCRIPTION</b> After completing this course a student will be able to:
<b>CO 1</b>	Outline the key functions of human resource management and the role of human resource management in effective management of organizations.
<b>CO 2</b>	Identify relevant issues in human resource management and analyse the impact of present day HR practices and challenges.
<b>CO 3</b>	Synthesize information regarding the effectiveness of recruiting methods and the validity of selection procedures and make appropriate staffing decisions.
<b>CO 4</b>	Plan and design HR initiatives and strategies suitable to meet the organisational needs and needs of the society.
<b>CO 5</b>	Evaluate training needs and design training programmes to enhance the effectiveness of human resource.
<b>CO 6</b>	Formulate HR policies considering the organisational objectives.



## DETAILED SYLLABUS

Course Code/ Unit	Course Title: Human Resource Management-I		Credits-4
RUACOM502	Unit	Unit Title	Lectures (60)
	<b>I</b>	<b>HRM and HRP</b> <ul style="list-style-type: none"> <li>• Human Resource Management – Meaning, Features, Significance, Scope, Functions, Challenges – Difference between HRM and Personnel Management -Evolution of Human Resource Management</li> <li>• Human Resource Planning –Meaning, Need, Process, Factors, Benefits.</li> <li>• Job Analysis – Meaning, Contents, Uses, Process, Techniques.</li> <li>• Job Evaluation – Process and Meaning</li> </ul>	<b>15</b>
	<b>II</b>	<b>Recruitment and Selection</b> <ul style="list-style-type: none"> <li>• Recruitment – Meaning, Sources, Factors, Policy.</li> <li>• Selection – Meaning, Process, Selection Tests, Induction.</li> <li>• Psychological Testing – Purpose, Features, Classification, Guidelines and Advantages.</li> <li>• Interview – Meaning, Types, Limitations, Effective Interview, Guidelines for Interviewer and Interviewee.</li> </ul>	<b>15</b>
	<b>III</b>	<b>Training and Development</b> <ul style="list-style-type: none"> <li>• Training – Meaning, Importance, Methods, Effective Training. - Need for Training , Training Process/Steps , Methods of Training, Designing a Training and Development Programme, Improving effectiveness of training (Impediment to Effective Training)</li> <li>• Management Development – Meaning, Objectives, Concepts, Importance, Components, Techniques.</li> <li>• Performance Appraisal – Meaning, Uses, Methods, Limitations, Process</li> </ul>	<b>15</b>
	<b>IV</b>	<b>HR policies</b> <ul style="list-style-type: none"> <li>• Components of Cost-to-Company</li> <li>• Compensation- Monetary and Non Monetary</li> </ul>	<b>15</b>

		<ul style="list-style-type: none"> <li>• Promotion, Transfers , Demotion - Meaning, Objectives, Policy.</li> <li>• Separation- Forms (Downsizing, Termination, VRS, Retrenchment, Pink Slip,Lay-off) , Managing Separations.</li> <li>• Exit Interviews.</li> </ul>	
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**References:**

- Ashwathappa K. (2016). *Organisation Behaviour (12<sup>th</sup> Edition)*. Himalaya Publishing House, Mumbai.
- Sheikh A. M. (2010). *Human Resource Management and Development (3<sup>rd</sup> Edition)*. S.Chand& Co. Ltd., New Delhi.
- Mamoria C.B., Gankar S.V. (2006). *A Textbook of Human Resource Management*. Himalaya Publishing House, New Delhi.
- Dr. Khanka S. S. (2013). *Human Resources Management –Text and Cases (5<sup>th</sup> Edition)*. S.Chand&Co., New Delhi.
- Agarwala T. (2007). *Strategic Human Resource Management (1<sup>st</sup> Edition)*. Oxford Publications.
- Mamoria C. B., Mamoria S. & Gankar S.V. (2015). *Dynamics of Industrial Relations in India (16<sup>th</sup> Edition)*. Himalaya Publishing House, Mumbai.

**Course Code: RUACOM503**  
**Course Title: Export Management-I**  
**Academic year 2023-24**

**COURSE OUTCOMES:**

<b>COURSE OUTCOME</b>	<b>DESCRIPTION</b> After completing this course a student will be able to:
<b>CO 1</b>	Gain knowledge of the trends and composition of India's exports of goods and services and policies of international trade.
<b>CO 2</b>	Examine the role of export trade in Indian economy and the challenges faced by export firms.
<b>CO 3</b>	Evaluate the change in the regulatory framework of international trade, analyse its impact on exports .
<b>CO 4</b>	Summarise the role of export promotion organisations and their functioning.
<b>CO 5</b>	Analyse the foreign trade policies and its impact on export trade situation.
<b>CO 6</b>	Review the incentives offered for export promotion.

## DETAILED SYLLABUS

Course Code		Course Title: Export Management-I	Credits-3 .5
RUACOM503	Unit	Unit Title	Lectures (45)
	<b>I</b>	<b>Introduction to Export Management</b> <ul style="list-style-type: none"> <li>• Definition of Export Management-Need for Export for country and the firm-Features – Functions of Export manager-Distinction between domestic marketing and export marketing-Challenges in Export Marketing</li> <li>• India’s Export Trade-Composition and Direction of India’s export trade-Export of services from India-Reasons of India’s poor share in the world trade</li> </ul>	<b>12</b>
	<b>II</b>	<b>International Trade</b> <ul style="list-style-type: none"> <li>• Definition of International Trade-Problems in International Trade-Trade Barriers-Tariff and Non –tariff barriers-Distinction between Tariff and Non-tariff barriers.</li> <li>• Regional Economic groups ( PTA, FTA, Customs Union and Common Market)-Working of EU( European Union), ASEAN( Association of South East Asian Nations),NAFTA( North American Free Trade Association) and SAARC-Effects of Trade blocs on International Trade.</li> <li>• WTO –World Trade Organisation-Objectives – Agreements-Role of WTO in International trade.</li> </ul>	<b>13</b>
	<b>III</b>	<b>Export Marketing and Promotional Organisations in India</b> <ul style="list-style-type: none"> <li>• Export Marketing Organisations in India-Export houses.</li> <li>• Export Promotion Organisations in India-Features-Export Promotion Council-Commodity Boards-Federation of Indian Exporters’ Organisation( FIEO),Indian Institute of Foreign Trade(IIFT),Indian Institute of Packaging(IIP),Export Inspection Council(EIC),Director General of Foreign Trade (DGFT)</li> <li>• Special Economic Zones(SEZ),100 % Export Oriented units(EOU),Software Technology Parks( STP), Electronic Hardware Technology Parks(EHTP)</li> </ul>	<b>10</b>

	<b>IV</b>	<b>Foreign Trade Policy and Export incentives</b> <ul style="list-style-type: none"> <li>• Objectives and main highlights of FTP-2015-2020.-Implications of FTP on India’s export trade.</li> <li>• Export Assistance and Incentives-Main export incentives extended to Indian exporters by Government of India—Duty Drawback, EPCG ( Export Promotion Capital Goods Scheme),MDA (Marketing Development Assistance),MAI( Market Access Initiative)Deemed export, ASIDE(Assistance to States for Infrastructure Development of Exports),Tax holidays</li> <li>• Production Linked Incentives schemes</li> </ul>	<b>10</b>
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### References:

- Cherunilam F. (2015). *International trade and Export Management (14<sup>th</sup> revised edition)*. Himalaya Publishing House, Mumbai.
- Paul J., Aserkar R. (2013). *Export Import Management Paperback (2<sup>nd</sup> edition)*. Oxford University Press, Oxford.
- Balagopal T. A. S. (2016). *Export Management (22<sup>nd</sup> Edition)*. Himalaya Publishing House, Mumbai.
- Varshney R. L. and Bhattacharya B. (2012). *International Marketing (24<sup>th</sup> Edition)*. Sultan Chand & Sons, New Delhi.
- Rathod B. S., Rathod J. S. (2016). *Export Marketing (3<sup>rd</sup> edition)*. Himalaya Publishing House, Mumbai.
- Cherunilam F. (2017). *International Marketing- Text and Cases (15<sup>th</sup> Edition)*. Himalaya Publishing House, Mumbai.
- Cherunilam F. (2017). *International trade and Export Management (20<sup>th</sup> Edition)*. Himalaya Publishing House, Mumbai.

## Modality of Assessment

### Theory Examination Pattern:

#### (A) Internal Assessment- 40%- 40 Marks

Sr No	Evaluation type	Marks
1	One or more - Assignment / Presentation on Analysis of historical and contemporary business scenario/Case study/Research Project/ Field Visits and Active participation in routine class instructional deliveries (case studies/ seminars/presentation),	20
2	One class Test (multiple choice questions / objective/brief answers)	20
	<b>TOTAL</b>	<b>40</b>

#### (B) External Examination- 60%- 60 Marks

##### Semester End Theory Examination:

1. Duration - These examinations shall be of **2 hours** duration.
2. Theory question paper pattern:

**Paper Pattern:** All questions are compulsory

Question	Options	Marks	Questions Based on
Q.1 (A,B,C)	Any 2 out of 3	15	Unit I
Q.2 (A,B,C)	Any 2 out of 3	15	Unit II
Q.3 (A,B,C)	Any 2 out of 3	15	Unit III
Q.4(A,B,C)	Any 2 out of 3	15	Unit IV
	<b>TOTAL</b>	<b>60</b>	

### Overall Examination & Marks Distribution Pattern

#### Semester V

Course	RUACOM501			RUACOM502		RUACOM503		Grand Total
	Internal	External	Total	Internal	External	Internal	External	
Theory	40	60	100	40	60	40	60	300

# SEMESTER VI

**Course Code: RUACOM601**

**Course Title: Introduction to Management-II**

**Academic year 2023-24**

## COURSE OUTCOMES:

<b>COURSE OUTCOME</b>	<b>DESCRIPTION</b> <b>After completing this course a student will be able to:</b>
<b>CO 1</b>	Appreciate and appraise the key skills of communication and coordination, and apply them for effective communication and management of organisational activities.
<b>CO 2</b>	Identify the areas for corporate social responsibility and propose initiatives for betterment of society.
<b>CO 3</b>	Analyse the role of business ethics, corporate governance and major challenges for change management.
<b>CO 4</b>	Summarise the procedure of production planning and production control and review the methods of inventory management.
<b>CO 5</b>	Outline the techniques of quality control and apply the concepts of production planning and inventory management to production management decision making.

## DETAILED SYLLABUS

Course Code	Course Title: Introduction to Management-II		Credits -4
RUACOM601	Unit	Unit Title	Lectures (60)
	I	<b>Communication and Coordination</b> <ul style="list-style-type: none"> <li>• Communication-Types of communication – Techniques of communication, Importance of communication , Barriers- Overcoming the Barriers, Communication Networks - Communication Flows - Negotiation Skills with stakeholders</li> <li>• Co-ordination-Importance in Management – Principles of Coordination</li> </ul>	15
	II	<b>Management Issues and Practices</b> <ul style="list-style-type: none"> <li>• Corporate Social Responsibility</li> <li>• Management of Change – Resistance to Change – Steps</li> <li>• Corporate Governance</li> <li>• Stress Management at work</li> <li>• Business Ethics – need and importance</li> </ul>	15
	III	<b>Production Management</b> <ul style="list-style-type: none"> <li>• Production management –Objectives- Functions- Importance - Scope – Production planning and control – Objectives - Steps</li> <li>• Productivity- Need - Factors affecting productivity, Measuring and Improving - difficulties in measuring productivity</li> <li>• Plant location-factors</li> </ul>	15
	IV	<b>Materials Management</b> <ul style="list-style-type: none"> <li>• Materials Management - Scientific Purchasing- Purchase Procedures - Inventory Control</li> <li>• Centralised and Decentralised purchasing, Store- keeping</li> <li>• Quality control and quality circles –Objectives - Functions -Steps In Quality Control – Inspection - Statistical Quality Control - Quality Circles</li> </ul>	15

### References:

- Drucker P. (2008). *Management Challenges*. Harper Business.
- Durai. (2012). *Principles of Management: Text and Cases*. Pearson.
- Koontz H. (1972). *Principles of Management: An Analysis of Managerial Functions*. Tata McGraw Hill.



- Charles W. L. Hill and McShane S. (2007). *Principles of Management (SIE)*. McGraw Hill Education.
- Panneerselvam. (2012). *Production and Operations Management Paperback*. Prentice Hall India Learning Private Limited.
- Chary S. (2006). *Production and Operations Management Paperback*. McGraw Hill Education, 2006
- Ramasamy. (2010). *Principles of Management*. Himalaya Publications.
- Reddy T. (2012). *Principles of Management*. Tata McGraw Hill.
- Murugan, Sakthive M. (2016). *Management Principles and Practices (2<sup>nd</sup> Edition)*. New Age Publishers, New Delhi.

**Course Code: RUACOM602**

**Course Title: Human Resource Management-II**

**Academic year 2023-24**

**COURSE OUTCOMES:**

<b>COURSE OUTCOME</b>	<b>DESCRIPTION</b>  <b>After completing this course a student will be able to:</b>
<b>CO 1</b>	Demonstrate knowledge of fundamental concepts of human needs, human relations and labour laws.
<b>CO 2</b>	Appreciate motivation and leadership theories and apply them in the context of current human resource management practices and human resource related issues.
<b>CO 3</b>	Analyse the problems and conflicts of human resource and propose solutions to resolve them for effective labour management.
<b>CO 4</b>	Assess the impact of cross-cultural changes in organisation with respect to human resource management.
<b>CO 5</b>	Review the changes in the labour legislations and its impact on labour.
<b>CO 6</b>	Identify the key aspects of gender related regulations and examine the issues concerning women employees in the organisation.

## DETAILED SYLLABUS

Course Code	Course Title: Human Resource Management-II		Credits -4
RUACOM602	Unit	Unit Title	Lectures (60)
	<b>I</b>	<b>Human Needs and Group Dynamics</b> <ul style="list-style-type: none"> <li>• Human Needs – Meaning, Concept of Needs, Changing Nature of Needs, Need Satisfaction Process, Behavioral Effect of Unsatisfied Needs, manager’s Role in Need Fulfillment.</li> <li>• Group Dynamics – Meaning, Characteristics, Types of Group, Objectives of Group Formation, Process of Group Formation, Conflict (Causes, Stages, Resolution)</li> </ul>	<b>15</b>
	<b>II</b>	<b>Motivation and Leadership</b> <ul style="list-style-type: none"> <li>• Motivation – Meaning, Features, Factors, Importance, Theories ( Maslow, Herzberg, McGregor, Expectancy Theory, McClelland Achievement Theory), Adams Equity theory, Goal setting theory</li> <li>• Leadership – Meaning, Styles of Leadership- Rensis Likerts’s Theory, Behavioural Theories (Trait, Ohio State University Studies, The Michigan Studies, LMX , The Managerial Grid)- Contingency Theories (Path-Goal Model, Situational Leadership)- Selection of Leadership Style, Transformational leadership and Charismatic leadership</li> </ul>	<b>15</b>
	<b>III</b>	<b>Industrial Relations</b> <ul style="list-style-type: none"> <li>• Industrial Relations – Meaning, Importance, Industrial Disputes Act, 1947 ( Causes, Effects, Settlement Procedure)-Grievance – Meaning, Features, Causes, Redressal Procedure.</li> <li>• Employee Safety – Meaning, Importance, Accidents (Causes, Effects, Safety, Settlement Proposal)</li> <li>• Labour Legislations- Payment Of Wages Act, 1936 – Factories Act, 1948- Payment of Wages Act 1936 - Payment of Bonus Act 1965 – The Employee Provident Fund Act &amp; Miscellaneous Act 1952 - Payment of Gratuity Act, 1972 -Maternity Benefit Act 1961 - Maternity Benefit (Amendment) Act, 2017,</li> </ul>	<b>15</b>

		Employees' State Insurance Act, 1948, New Labour Codes • New Pension Scheme	
	<b>IV</b>	<b>Current Issues</b> • Human Resource Research- Meaning, Objectives. • Human Resource Accounting- Meaning, Objectives, Limitations. • Employee Participation-Meaning, Modes of participation • Inclusive practices -Women at Workplace-Coping with Gender Bias and Sexual Harassment. • Strategic HRM- Tools	<b>15</b>

**References:**

- Dr. Khanka S. S. (2013). *Human Resources Management –Text and Cases (5<sup>th</sup> Edition)*. S.Chand & Co., New Delhi.
- Ashwathappa K. (2016). *Organisation Behaviour (12<sup>th</sup> Edition)*. Himalaya Publishing House, Mumbai.
- Sheikh A. M. (2010). *Human Resource Management and Development (3<sup>rd</sup> Edition)*. S.Chand& Co. Ltd., New Delhi.
- McShane S. L., Glinow M. A., Sharma R. R. (2010). *Organisational behavior (4<sup>th</sup> Edition)*. Tata McGraw Hill, New Delhi.
- Pareek U. & Khanna S. (2016). *Understanding Organizational Behavior (1<sup>st</sup> Edition)*. Oxford University Press.
- Sharma S. (2008). *Organisational behavior (4<sup>th</sup> Edition)*. Tata McGraw Hill.
- Sharma A. M. (2015). *Industrial Relations and Labour Laws (2<sup>nd</sup> Edition)*. Himalaya Publishing House , Mumbai.
- Mamoria C. B., Mamoria S. & Gankar S. V. (2015). *Dynamics of Industrial Relations in India (16<sup>th</sup> Edition)*. Himalaya Publishing House, Mumbai.
- Ratnam V. (2014). *C. S. Industrial Relations*. Oxford University Press.
- Sinha N., Sinha I. B., Shekhar S. P. (2013). *Industrial Relations Trade Unions and P.R. Labour Legislation (2<sup>nd</sup> Edition)*. Pearson Publications.

**Course Code: RUACOM603**

**Course Title: Export Management-II**

**Academic year 2023-24**

**COURSE OUTCOMES:**

<b>COURSE OUTCOME</b>	<b>DESCRIPTION</b> <b>After completing this course a student will be able to:</b>
<b>CO 1</b>	Familiarise the export units' registration procedures and documentation process in export trade.
<b>CO 2</b>	Gain insights into export product planning and export marketing essentials.
<b>CO 3</b>	Identify products for exports and export markets accessibility and analyse the export markets for carrying out export trade.
<b>CO 4</b>	Classify various sources of financing for export business.
<b>CO 5</b>	Evaluate the types of pricing strategies and quotations used in export trade.

## DETAILED SYLLABUS

Course Code	Course Title: Export Management-II		Credits-3.5
RUACOM603	Unit	Unit Title	Lectures (45)
	<b>I</b>	<b>Preliminaries for starting export business</b> <ul style="list-style-type: none"> <li>• Overseas Marketing Research-Identifying foreign markets-Factors affecting selection of product in foreign market-</li> <li>• Product Planning-International Product Life cycle-New product development process-Product branding, labelling and packaging.</li> <li>• Methods of entry in foreign market-Channels of distribution in export market-Export marketing plan</li> </ul>	<b>11</b>
	<b>II</b>	<b>Export Pricing</b> <ul style="list-style-type: none"> <li>• Factors affecting export price-Pricing methods-Marginal costing and Breakeven pricing-Export pricing strategies</li> <li>• Export pricing quotations-INCO terms-Major export price quotations-FOB price-CIF price-C&amp; F price-Distinction between FOB price and CIF price</li> <li>• Methods of payment in export marketing-Letter of credit-types-process of opening letter of credit.</li> </ul>	<b>11</b>
	<b>III</b>	<b>Export Finance</b> <ul style="list-style-type: none"> <li>• Types of Export Finance-Pre-shipment (Packing) credit-Post- shipment credit-Features, process of obtaining credit-Distinction between pre-shipment and Post-shipment finance-Deferred payment.</li> <li>• Role of EXIM bank, Commercial bank, SIDBI in export finance-Role of ECGC in export finance</li> </ul>	<b>12</b>
	<b>IV</b>	<b>Export Documentation and Procedure</b> <ul style="list-style-type: none"> <li>• Main documents used in export and their importance-Commercial Invoice , Consular Invoice, Shipping bill, Certificate of Origin ,Consular Invoice, Shipping bill, Mate's receipt, Bill of Lading and G.R. form.</li> <li>• Stages in export procedure-Registration stage-Pre-shipment stage-Shipment stage-Post-</li> </ul>	<b>11</b>

		shipment stage-Role of CHA in export procedure	
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**References:**

- Cherunilam F. (2017). *International trade and Export Management (20<sup>th</sup> Edition)*. Himalaya Publishing House, Mumbai.
- Paul J., Aserkar R. (2013). *Export Import Management (2<sup>nd</sup> Edition)*. Oxford Press, Oxford.
- Balagopal T. A. S. (2016). *Export Management (22<sup>nd</sup> Edition)*. Himalaya Publishing House, Mumbai.
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## Modality of Assessment

### Theory Examination Pattern:

#### (A) Internal Assessment- 40%- 40 Marks

Sr No	Evaluation type	Marks
1	One or more - Assignment / Presentation on Analysis of historical and contemporary business scenario/Case study/Research Project/ Field Visits and Active participation in routine class instructional deliveries (case studies/ seminars/presentation),	20
2	One class Test (multiple choice questions / objective/brief answers)	20
	<b>TOTAL</b>	<b>40</b>

#### (B) External Examination- 60%- 60 Marks

##### Semester End Theory Examination:

1. Duration - These examinations shall be of **2 hours** duration.
2. Theory question paper pattern:

**Paper Pattern:** All questions are compulsory

Question	Options	Marks	Questions Based on
Q.1 (A,B,C)	Any 2 out of 3	15	Unit I
Q.2 (A,B,C)	Any 2 out of 3	15	Unit II
Q.3 (A,B,C)	Any 2 out of 3	15	Unit III
Q.4(A,B,C)	Any 2 out of 3	15	Unit IV
	<b>TOTAL</b>	<b>60</b>	

### Overall Examination & Marks Distribution Pattern

#### Semester VI

Course	RUACOM601			RUACOM602		RUACOM603		Grand Total
	Internal	External	Total	Internal	External	Internal	External	
Theory	40	60	100	40	60	40	60	300



Ramnarain Ruia Autonomous College