



PRINCIPLES OF MANAGEMENT

Contents

BLOCK 1: INTRODUCTION TO MANAGEMENT

UNIT 1 NATURE AND FUNCTIONS OF MANAGEMENT

Definition, Nature of Management, Management as a Process, Management as Science and Art, Management Functions, Importance of Management, Management and Administration, Managerial Skills, Levels of Management

UNIT 2 EVOLUTION OF MANAGEMENT THOUGHT

Schools of Management Thought, Classical, Behavioural, Management Science School, Contingency and Systems approach, Ouchi's Theory Z, Management as Profession, Professionalization of Management in India


BLOCK 2: PLANNING AND DECISION MAKING, ORGANIZATION AND STAFFING

UNIT 1 PLANNING AND DECISION MAKING

Planning and Forecasting - Meaning and definition, Features, Steps in Planning Process, Approaches, Principles, Importance, Advantages and Disadvantages of Planning, Types of Plans, Types of Planning, Management by Objective. Decision Making-Meaning, Characteristics, Decision - Making Process, Guidelines for Making Effective Decision, Types of Decisions

UNIT 2 ORGANISING AND ORGANISATION STRUCTURE

Organising Process - Meaning and Definition, Characteristics Process, Need and Importance, Principles, Span of Management. Organisational Chart - Types, Contents, Uses, Limitations, Factors Affecting Organisational Chart. Organisation Structure - Line organisation, Line and Staff, Functional, Divisional, Project, Matrix, Virtual.



Informal Organisation - Meaning, Characteristics, Importance, Limitations, difference between formal and informal organisation. Need to Add

UNIT 3 STAFFING

Staffing - Meaning, Nature, Importance, Staffing process. Manpower Planning, Recruitment, Selection, Orientation and Placement, Training, Remuneration, Performance Appraisal, Promotion and Transfer

BLOCK 3: DIRECTION, SUPERVISION AND CONTROLLING AND CO-ORDINATION

UNIT 1 DIRECTION AND SUPERVISION

Direction - Definition, Nature, Need and Importance, Principles of Directing. Supervision - Role and Functions of a Supervisor, Effective Supervision, Direction and Supervision

UNIT 2 CONTROLLING AND CO-ORDINATION

Controlling - Meaning, Features, Importance, Control Process, Characteristics of an effective control system, Types of Control. Co-ordination - characteristics, essentials, Types and Techniques, Principles, obstacles, need


BLOCK 4: MORE ON MANAGEMENT

UNIT 1 COMMUNICATION, MOTIVATION AND LEADERSHIP

Motivation - Concept, theories-classical and modern, Importance, Financial and Non-financial motivation, Positive and Negative Motivation, Group Motivation. Leadership - Definition, Meaning, Factors, Theories, Principles, Leadership Styles. Communication - Definition, Meaning, Nature, Communication Process, Types and Barriers to communication

UNIT 2 SOCIAL RESPONSIBILITIES OF BUSINESS

Social responsibility - Meaning, Definition, Features, Scope. Social Responsibilities of Managers, Interested groups - shareholders,



workers, customers, Creditors, supplies, Government, Society.
Indian Business and Social Responsibility

UNIT 3

STRATEGIC MANAGEMENT

Meaning, Definition, Elements, Scope and Dimensions, Process,
Importance, Strategic Decisions, SWOT Analysis



MARKETING COMMUNICATION AND PRESENTATION SKILLS

Contents

BLOCK 1: MARKETING AND CONSUMER BEHAVIOUR

UNIT 1 UNDERSTANDING MARKETING MANAGEMENT

Defining Marketing, the Aims of Marketing, Core Marketing Concepts, The Process of Strategic Planning in Marketing: The Marketing Environment, Objectives and Goals, Marketing Audit, Strategic Alternatives (SWOT, TOWS), Fitting Strategies With the Overall Marketing Plan

UNIT 2 CONSUMER BEHAVIOUR

Introduction, Concept, Importance of studying Consumer Behaviour, Consumer Behaviour and Marketing Strategy, Methods of Consumer Research, Application of Consumer Behaviour

UNIT 3 CONSUMER BEHAVIOUR AND MARKETING STRATEGY

Consumer Behavior and Product Strategy, Consumer Behavior and Pricing Strategy, Consumer Behavior and Distribution Channel Strategy, Consumer Behavior and Promotion Strategy

BLOCK 2: PUBLIC RELATIONS

UNIT 1 BASICS OF PR

Definition, Roles and Situations, Qualities for Successful PR Staff, PR and Ethical Behavior, The PR Officer as Communicator, Exchange of Messages, Models of Communication Process, Overcoming Communication Barriers, Importance of Body Language in PR Activities

UNIT 2 PR RESPONSIBILITIES

Corporate Image Identity and Reputation, Public and Community Oriented Activities, Civic and Social Activities



UNIT 3 **PR AND THE MEDIA**

Relations with the Media, Preparing Press Kits, Preparing Press Releases, Conducting Press Conferences, Conducting Live or Taped Interview, Dealing with the Media, Building Good Relationships with the Media, How to Handle the Media During Crisis Situations

BLOCK 3: MARKETING COLLATERAL

UNIT 1 **MARKET SEGMENTATION, TARGETING AND POSITIONING**

Basis of Market Segmentation (B2C), Basis of Market Segmentation (B2B), Profiling the Segments, Criteria for Successful Segmentation, Market Targeting, Market Positioning, Steps in Market Segmentation, Targeting and Positioning

UNIT 2 **MARKETING COMMUNICATIONS AND CAMPAIGNS**

Elements of the Communication Process, Identifying the Goals of the Promotion, Steps in Creating a Promotional Campaign, The AIDA Concept, Advantages and Disadvantages of the Various Media Types, Media Scheduling, Evaluating Promotional Campaigns

UNIT 3 **MARKETING DECISION MODELS**

Product: Concept of product levels, classifications, hierarchy, mix, etc.; Product & brand relationships. Concept of Product life cycle
Pricing: Importance and understanding of different influences on pricing like demand, cost, competition, etc. Pricing methods
Integrated Marketing Communication: Role of market communication, communication models, market communication mix

UNIT 4 **TOTAL PRODUCT CONCEPT**

The Product Life Cycle (PLC) Concept, Introduction Stage, Growth Stage, Maturity Stage, Decline Stage, Marketing Strategies and Objectives Across the PLC



BLOCK 4: PRESENTATION TECHNIQUES

UNIT 1 PREPARING FOR A PRESENTATION

Gathering the Raw Data, How Much Information Should You Begin With, Filtering the Information, The Triple S Rule, Deciding on Time Allocation: How Will You Know How Much Time You need, The Formula of Substance, Style and Support and Its Impact on the Way You Present

UNIT 2 PRESENTATION SKILLS AND DELIVERING A SPEECH

Planning the Speech, Writing the Main Points of the Speech, Rehearsing the Speech, Presenting the Speech, Dealing with Questions Asked at the End of Speeches

UNIT 3 CREATING AND LEAVING AN IMPACT IN EVERY STAGE

Using the INTRO Model for Professional Openers: The Interest and Need Section, The Title and Range Section, Matching Objectives with Needs. The Use of Teasers for Creating and Maintaining Interest, Anecdotal Delivery: Why Story Telling Remains So Powerful, The Various Techniques for Developing and Sequencing Content and Key Points, Memorable Closing: Icing the Delivery, Advanced Techniques for Visual Aids, The Full Spectrum of Flip Chart Techniques, The Dangers of Totally Relying on PowerPoint, Balancing PowerPoint with Other Presentation and Delivery Methods, The Use of SmartArt and Visuals for Creating Impact, Inserted Objects: How to Create a Presentation within a Presentation.



CUSTOMER SERVICE MANAGEMENT

Contents

BLOCK 1: BASICS OF CUSTOMER SERVICE MANAGEMENT

UNIT 1 DEFINING AND APPRECIATING THE CUSTOMER

Definition of Customer, Customer Service, the Internal and External Customer

UNIT 2 IMPORTANCE OF THE INTERNAL CUSTOMER

The Need for Motivated Employees, The Need for Qualified Employees, Silo Mentality, Destroying the Silos, The Customer Loyalty Ladder: From 'Suspect' to 'Partner', Going up the Ladder, The Kano Model: 'Basic' Attributes, 'Performance' Attribute", 'Delight' attributes

UNIT 3 CUSTOMER SERVICE RECOVERY

Failures Do Happen, The Recovery Paradox, The Strategic Initiative, Tactical Activities, and The 'WOW'! Factor

BLOCK 2: CALL MANAGEMENT

UNIT 1 BASICS OF CALL MANAGEMENT


Call capture, Call queue management, Call Management process

UNIT 2 CALL MANAGEMENT INTEGRATION

Basic concept, Call types, Call Information management, Queue security, Queue Priorities, Working with Calls, Resolving Calls, Managing Call working center

UNIT 3 INTRODUCTION TO COMPLAINTS MANAGEMENT

Customer Complaints: Definition, The Importance of Complaints, Customer Satisfaction and Customer Loyalty, The Kano Model, The Danger of Ignoring Complaints, Levels of Complaints, Complaints



Handling: Process and Behavior, Sources of Customer Complaints,
Dealing With Customer Complaints

BLOCK 3: SERVICE ORDER MANAGEMENT

UNIT 1 INTRODUCTION TO SERVICE ORDER

Term, Concept, Service Order Management Process, Service Order Constants, Service Order History.

UNIT 2 WORKING WITH SERVICE ORDER

Processing options for service order, Service Order revision, Work order list, Work order routing, Printing and processing service order

UNIT 3 WORKING WITH HOURS AND QUANTITIES

Entering time, Updating hours and quantities, Reviewing and Approving Cost Routing, Billing and paying Service order

BLOCK 4: SERVICE CONTRACT MANAGEMENT

UNIT 1 INTRODUCTION TO SCM

Introduction, Concept, Service Contract Management, Contracts Constants, Customer Service Line Types, Tax rates.

UNIT 2 MANAGING SERVICE CONTRACTS

Entering Service Contract, Processing Options for Service Contract, Service Contract Revision, Defining the Entitlement Rules Sequence, Canceling and Suspending Contract Information, Contract editing

UNIT 3 SERVICE CONTRACT REPORT

Processing Service Contract report, Reviewing reports, types of reports.



SALES AND DISTRIBUTION MANAGEMENT

Contents

BLOCK 1: BASICS OF SALES MANAGEMENT AND SALES ORGANIZATION

UNIT 1 THE SALES ORGANIZATION

Centralized and Decentralized Organizations, Line and Staff Organizations, Types of Sales Force Structure

UNIT 2 SALESMANSHIP AND SALES MANAGEMENT

What is Salesmanship?, Sales Vary in Difficulty, Theoretical Aspects of Salesmanship, AIDAS "Theory" of Selling, Prospecting, Closing Sales, Characteristics of Successful Salesmen

BLOCK 2: RECRUITMENT, COMPENSATING AND EVALUATING SALES PERFORMANCE

UNIT 1 RECRUITING AND SELECTING SALESMAN

Organization for Recruiting and Selection, Need for the Proper Setting, Determining Sales Manpower Requirements, Recruiting Salesmen, Methods of Recruiting Salesmen, The Selection System, Bases for Evaluation of Tests

UNIT 2 COMPENSATING AND MOTIVATING THE SALES PERSONNEL AND FORCE

Objectives of Compensation Plans, Characteristics of Compensation Plans, Types of Compensation Plans, Designing Compensation Plans, Implementing Compensation Plans, Sales Force Expenses, Fringe Benefits, Concept of Motivation, Sales Motivational Mix, Motivating the Sales Personnel at Different Stages of Their Career

UNIT 3 EVALUATING SALES-FORCE PERFORMANCE

Sales Force Performance, Determinants of Sales Force Performance, Performance Evaluation, Information Sources for Evaluation, Criteria for the Evaluation of Sales Force Performance, Establishing Performance Standards, Methods of Sales Force Evaluation, Monitoring and Reviewing Sales Force Performance



BLOCK 3: FORECASTING SALES AND SALES BUDGET

UNIT 1 FORECASTING SALES

Sales Forecast Vital to Setting of Sales Objectives, Who is Responsible for Sales Forecasting?, What the Chief Sales Executive Should Know About Sales Forecasting, Uses of Sales Forecasts, Length of the Sales Forecast Period, Hazards Inherent in Sales Forecasting, Sales Forecasting Methods, Procedural Steps in Forecasting

UNIT 2 THE SALES BUDGET AND COST ANALYSIS

Purposes of the Sales Budget, Sales Budget—Form and Content, Budgetary Procedure, Estimating the Costs of Distribution, Marketing Cost Analysis

BLOCK 4: DISTRIBUTION MANAGEMENT, CHANNEL CONTROL AND SELLING

UNIT 1 DISTRIBUTION MANAGEMENT

Marketing Logistics, Marketing Channels, Channel Management

UNIT 2 CHANNEL CONTROL

Performance Measures in Marketing Channels, Models to Diagnose Channel Profitability, Appraisal of Channel Members' Contribution, Result of Channel Performance, Sources of Conflict, Types of Conflicts, Conflict Management Techniques, Channel Leadership, Elements of Channel Information Systems, Impact of Information Systems on Channel Flow

UNIT 3 WHOLESALING AND RETAILING

Wholesaling and its Importance, Types of Wholesalers, Strategic Issues in Wholesaling, Trends Shaping Wholesale Distribution, Impact of Information Technology on Wholesaling, Challenges in Wholesaling, Wholesaling in India, Future of Wholesaling, Retailing and its Importance, Evolution of Retailing, Classification of Retailers, Strategic Issues in Retailing, Trends in Retailing, Future of Retailing



BRAND MANAGEMENT

Contents

BLOCK 1: BASICS OF BRAND MANAGEMENT

UNIT 1 THE MARKET AND BRAND BASICS

Introduction, Competitive Forces in the Market, Competitive Strategies for Market Leaders, Basics of Branding, Definitions of Brands, What is Branding?, Characteristics of a Brand, Brands and Products, Establishing a Brand, Benefits of a Strong Brand, The 3 Cs of Branding, Important factors about Branding

UNIT 2 BRAND EVOLUTION AND VALUE OF BRANDS

Understanding of Brand Evolution, Understanding of the Branding process, Value of Brands, The Importance of Brand Planning, Issues Influencing Brand Potential, Eight Dimensions of Brands

UNIT 3 THE BRAND AND THE CONSUMER

Introduction, Why should Businesses try to Build their Brands?, Why it is Important to create Powerful Brands?, The Nature of Relationships with Customers, The Organization's Marketing Assets, The Importance of a Brand, The Brand –Customer Relationship, The Consumer Mindset

BLOCK 2: BRAND PLANNING

UNIT 1 BRAND PLANNING AND BUILDING

The Concept of Customer-Based Brand Equity, Building Customer-Based Brand Equity, Three Tools to Facilitate Brand Planning: Brand Positioning Model, Brand Resonance Model, Brand Value Chain Model. Designing Brand Identity: Brand Touch-Points, Branding Ideals, Branding Elements, Name, Logo and More



UNIT 2 THE STRATEGIC BRAND MANAGEMENT PROCESS

The Elements of the Brand Management Process: Identifying and Establishing Brand Positioning and Values, Planning and Implementing Brand Marketing Programs, Measuring and Interpreting Brand Performance, Growing and Sustaining Brand Equity. Identifying Brand Associations, Types of Associations

UNIT 3 BUILDING BRAND PORTFOLIOS

Branding Philosophies: The Branded House, Sub-Brands, Endorsed Brands, The House of Brands. Brand Growth Strategies: Flanker/Fighting Brands, Line Extensions, Brand Extensions, Successful Brand Extensions

BLOCK 3: BRAND EQUITY AND BRAND VALUE

UNIT 1 BASICS OF BRAND EQUITY AND BRAND VALUE

How to Use Storytelling to Promote Your Brand, How to Generate a Premium Effect, The Various Types of Brand Innovation, How to Leverage the Sale of Your Brand, Key Factors for Success in Brand Extension, Examples of Successful and Unsuccessful Brand Stretching, The Various Types of Brand Architecture: Product-Brand, Branduit, Range Brand, Umbrella Brand and Endorsement Brand

UNIT 2 BRAND POSITIONING

Introduction, Brand Positioning Defined, Market Segmentation and Positioning, Developing a Positioning Strategy, Brand Positioning Strategies and How it Works, Introduction of an international Brand – Case Study

UNIT 3 BRAND RE-POSITIONING

Introduction, Successful Repositioning, Nine Types of Repositioning, Brand Extension – Case Study: Keo Karpin, Case Study : Mercedes Benz



BLOCK 4: BRAND ASSESSMENT

UNIT 1 BRAND EVALUATION

The Brand Audit, Reviewing the Big Idea, Evaluating Advertising

UNIT 2 BRAND ASSESSMENT THROUGH RESEARCH

Brand Identity, Position, Image, Personality, Assessment and Change. Brand Revitalization; Financial Aspects of Brands; Branding in Different Sectors: Customer, Industrial, Retail and Service Brands



SERVICE MARKETING

Contents

BLOCK 1: CONCEPT OF SERVICE MARKETING

UNIT 1 UNDERSTANDING SERVICE PHENOMENON AND ROLE OF SERVICES IN ECONOMY

Introduction, Myths about Service Industries, Reasons for Growth and Current Status, Differentiating Services from Goods, Defining Services Phenomenon, Classification of Services, International Scenario, Indian Scenario, Tourism and Travel, Financial Services, Health Services, Information Technology

UNIT 2 SERVICE CHARACTERISTICS AND HOUSING AND FINANCIAL INTERMEDIATION

Introduction, Marketing Implications of Services Characteristics, Housing and Financial Intermediation: Operational Link and Private Sector Initiatives in the Indian Context

UNIT 3 MARKETING MIX SERVICES: THE TRADITIONAL 4PS AND EXTENDED MARKETING MIX FOR SERVICE

Introduction, The Marketing Mix in Services, The First P: Service Product or Service Package, The Second P: Pricing, The Third P: Place or Distribution, The Fourth P: Promotion, The Fifth P: People or Internal Marketing, The Sixth P: Physical Evidence, The Seventh P: Process Management

BLOCK 2: PLANNING FOR SERVICE MARKETING

UNIT 1 PRICING STRATEGIES FOR SERVICES

Service pricing, establishing monetary pricing objectives foundations of pricing objectives, pricing and demand, putting service pricing strategies into practice


UNIT 2**SERVICE PROMOTION**

The role of marketing communication. Implication for communication strategies, setting communication objectives, marketing communication mix.

UNIT 3**PLANNING AND MANAGING SERVICE DELIVERY**

Creating delivery systems in price, cyberspace and time. The physical evidence of the service space. The role of intermediaries, enhancing value by improving quality and productivity

UNIT 4**MARKETING PLANS FOR SERVICES**

The marketing planning process, strategic context, situation review marketing strategy formulation, resource allocations and monitoring marketing planning and services

BLOCK 3: SERVICE QUALITY**UNIT 1****DELIVERING QUALITY SERVICES**

Causes of services, quality gaps. The customer expectations versus perceived service gap. Factors and techniques to resolve this gap. Gaps in services: quality standards, factors and solutions, the service performance gap, key factors and strategies for closing the gap. External communication to the customers, the promise versus delivery gap, developing appropriate and effective, communication about service quality

UNIT 2**SERVICE RECOVERY**

Impact of service failures versus product failures. Nature of complaining behavior, Complaint Resolution Index, Service Recovery Process, The challenge of Service Guarantee

UNIT 3**THE SERVICES MARKETING MIX**

Four I's of Services, Services are different from Products marketing, Consumer Behavior in Services, Service Quality, integrated Gaps Model of Service quality



BLOCK 4: SERVICE STRATEGIES

UNIT 1 BASICS OF SERVICE STRATEGIES

Service Marketing Strategies for health, Hospitality, Tourism, Financial, Logistics, Educational, Entertainment & public utility
Information technique Services

UNIT 2 SERVICE STRATEGY PLANNING

Understanding the customer and competition, Positioning services,
Service triangle concept

UNIT 3 FINANCIAL SERVICES

Introduction, Marketing of Insurance Services, Bank Marketing –
Market Research and Indian Banks, Mutual Funds Marketing

UNIT 4 INFORMATION TECHNOLOGY AND COMMUNICATION SERVICES

Introduction, Information Technology Services Marketing, Computer
Networking Services: The Internet Experience, Media Services
Marketing



DIGITAL MARKETING

Contents

BLOCK 1: ESSENTIAL OF DIGITAL MARKETING

UNIT 1 BASICS OF DIGITAL MARKETING

Introduction to Digital Marketing, Mapping Fundamental Concepts of Marketing (7Ps, STP), Strategy and Planning for Internet Marketing

UNIT 2 IMPORTANCE OF DIGITAL MARKETING

Introduction, Types of Internet Marketing Methods, How the Search Engine Works?, Understanding the SERP, Using Search Operators, Google Search Engine Architecture, Search Engine Algorithms, Google Algorithm Updates, PageRank Technology, Panda Update and its Importance

UNIT 3 DIGITAL REVOLUTION

Introduction, The Digital Revolution in Media Industries, Introduction to Digital Marketing Strategy, Digital Listening and Learning

BLOCK 2: SEARCH ENGINE MARKETING

UNIT 1 ON-PAGE OPTIMIZATION

Introduction, Basics of Website Designing/Development, Usability and User Experience in Website, Onsite Optimization Basics, HTML Basics for SEO, Importance of Domain Names, Website Structure and Navigation Menu Optimization, HTML Validation using W3C, Coding Best Practices, Filename Optimization, Title Tag Optimization, Meta Tags Optimization, Headers Optimization, SEO Content Writing, Page Speed Optimization Tool, Anchor Links Optimization, Internal Link Strategy, IFrames/Frames effects on SEO, Image Tag Optimization



UNIT 2 KEYWORDS RESEARCH AND ANALYSIS

Introduction to Keyword Research, Business Analysis, Types of Keywords, Keyword Research Methodology, Keywords Analysis Tools, Competition Analysis, Preparing a Keyword List for Project

UNIT 3 REPORTS AND MANAGEMENT

Introduction, Website Position Analysis, Introduction to Google Analytics, Installing Google Analytics, Basics of Google Analytics, Visitors Reports, Geographic Reports, Traffic Sources Reports, Keywords Reports, Goals and Conversions

BLOCK 3: SOCIAL MEDIA MARKETING

UNIT 1 DEFINITION OF SOCIAL MEDIA MARKETING

Introduction, Types of Social Media/Key Terms to Understand, How Social Media Influences Audience and Google, Developing Unique Content, Integrating Social Media into your Website and Blogs, How to Choose Right Social Media for your Business/Brand

UNIT 2 VIDEO OPTIMIZATION

Introduction, Using YouTube, Social Bookmarking/Using Slide Share, Using Flickr, Yahoo and Pinterest, Content Sharing/Using Business Review Sites, Blog Commenting, Optimizing Social Media Content

UNIT 3 MARKETING ON TWITTER AND FACEBOOK

Introduction, Using Twitter for Business/Brands, Facebook Marketing, Creating Facebook Pages, How to Promote Facebook Pages, How to Advertise on Facebook (ppc), Creating FAN-Page for Business, Create Campaigns on LIVE PROJECTS

UNIT 4 MARKETING ON LINKEDIN

Introduction to LinkedIn, Advertise on LinkedIn, Using LinkedIn for Business, Introduction to Google Plus, Using Google Plus for Business



BLOCK 4: WEB ANALYTICS

UNIT 1 INTRODUCTION TO WEB ANALYTICS

Introduction, What is Web Analytics?, Purpose of Analytics in Internet Marketing/Admin Interface, Setting up an Accounts and Web properties, Managing Account/Users

UNIT 2 GOOGLE ANALYTICS INTERFACE

Introduction, Home Tab/Real-Time Data, Dashboard/Widgets, Customize Dashboard, Intelligent Events/Shortcuts, Interface Feature, Date Selection and Comparison, Exporting Reports, Auto Email Setup, Customizing Dashboards, Emailing Reports

UNIT 3 ADVERTISING

Introduction, Adwords Data Analysis, Keywords/Keyword Positions, Traffic Sources, Overview of Traffic Sources, Sources/Direct Search, Organic/Keywords Analysis, Paid/Referral



INTERNATIONAL MARKETING

Contents

BLOCK 1: INTRODUCTION TO INTERNATIONAL MARKETING

UNIT 1 BASICS OF INTERNATIONAL MARKETING

National Economic Self-Reliance, Introduction, India's Trade Deficit, Reasons for Poor Growth of India's Exports, Self-Reliance, Concept of 'Swadeshi', International Marketing, Introduction, International Marketing, Global or Perish – Meaning, Globalization of the Indian Economy, A Note on Multinational Corporations (MNCs), Distinguish Between Domestic Marketing and International Marketing

UNIT 2 INTERNATIONAL MARKETING ENVIRONMENT

Introduction to International Marketing Environment, Trade Barriers, World Trade Organization (WTO), United Nations Conference on Trade and Development (UNCTAD), Trading Blocs, Distinguish Between Tariff Barriers and Non-tariff Barriers, Distinguish Between Advalorem Duty and Specific Duty


UNIT 3 REGULATORY ENVIRONMENT FOR INTERNATIONAL TRADE

Regulations for International Trade, Introduction, Major Laws Governing India's Export Import Trade, International Commercial Practices, Legal Aspects of Export Contract, Introduction, Legal Aspects of Export Contract, Legal Aspects of Export Agency Agreement, Legal Aspects of Product, Legal Aspects of Credit Contract (Letter of Credit), Legal Aspects of International Trade Disputes

BLOCK 2: GLOBAL ENVIRONMENT FOR EXPORTS

UNIT 1 INTERNATIONAL MARKETING MIX

International Research and Segmentation, Developing Global



Products and Pricing, International Promotion and Advertising,
International Distribution Systems

UNIT 2 INTERNATIONAL BUSINESS ENVIRONMENT

Economic Environment, political and legal Environment,
demographic and Cultural environment, natural Environment

UNIT 3 EXPORT PROCEDURE

Export Procedure, Quality Control and Pre-shipment Inspection –
Meaning, Excise Duty Refund, Shipping and Customs Formalities,
Marine Insurance – Meaning, Clearing and Forwarding Agents, ISO
9000, ISO-14000

BLOCK 3: BASIC PRINCIPLES OF INTERNATIONAL MARKETING

UNIT 1 INTERNATIONAL PRICING

Pricing Objectives, Factors influences the Pricing, Pricing
Approaches, Pricing Strategies, Pricing Tools

UNIT 2 INTERNATIONAL MARKET RESEARCH

Variables in International Marketing Research, Types of Research,
The international marketing research process, Other International
Marketing Research Issues

UNIT 3 DISTRIBUTION IN INTERNATIONAL MARKET

Deciding factors for International Distribution, Categories of
Distribution, Role of Clearing and Forwarding Agents in
Distribution, Transportation in Distribution, Transport Cost
Characteristics



BLOCK 4: EXPORT ORGANIZATION

UNIT 1 EXPORT PROMOTION MEASURES IN INDIA

Introduction, Duty Drawback (DBK), Export Promotion Capital Goods (EPCG) Scheme, Assistance to States for Infrastructure Development of Exports (ASIDE), Deemed Exports, Market Development Assistance (MDA), Market Access Initiative (MAI), Income Tax Exemptions and Deductions, Town of Export Excellence, Vishesh Krishi Upaj Yojana, Industrial Raw Materials Assistance Centers

UNIT 2 EXPORT PROMOTION ORGANIZATIONS

Ministry of Commerce, Board of Trade, Export Promotion Councils (EPCs), Services Export Promotion Council, Common Facility Centre, Commodity Boards (CBs), Export Inspection Council (EIC), Indian Trade Promotion Organisation (ITPO), Indian Institute of Foreign Trade (IIFT), Indian Institute Packaging (IIP), Indian Council of Arbitration (ICA), Federation of Indian Export Organisation (FIEO), Marine Products Exports Development Authority (MPEDA), Export Processing Zones (EPZs), 100% Export Oriented Units (100% EOUs), Facilities for Units in EOUs, EPZs, EHTPs and STPs, M. Visvesvaraya Industrial Research and Development Centre (MVIRDC), Chamber of Commerce (COC), Inter-State Trade Council

UNIT 3 EXPORT CREDIT AND GUARANTEE CORPORATION OF INDIA

Export Credit and Guarantee Corporation of India (ECGC), Construction Works Policy, and Insurance Cover for Buyer's Credit and Line of Credit, Shipment Policy, Small Exporter's Policy, Specific Policy for Supply Contracts, Special Schemes of ECGC, State Trading Corporation