

**ELECTIVE – III (EC)**  
**APPAREL EXPORT MANAGEMENT & GLOBAL MARKETING**

**UNIT 1**

Organization – principles of formation – forms of business – organization – proprietorship – partnership – public – private limited company.  
Export Organisation – Establishment and registration – ICE & CLE – Council – government promotional activities – role of AEPC – export order processing.

**UNIT 2**

Export marketing of apparel - global scene - prospects for Indian apparels in overseas market – globalization. Export credit- short term - anticipatory letter of credit (L/C), packing credit - negotiation of bills – short -medium & long term export credits -methods, role of terms of payment in international trading. Factors responsible for counter trade growth

**UNIT 3**

Export documentation – Introduction and various types of export documents - Pre- shipment and Post-shipment documents – Pre-Shipment and Post-Shipment finance. Export duty draw back – pass book – capital goods-import license and assistance.

**UNIT 4**

Domestic trade Vs international trade - regional trades – blocks - nature of foreign exchange market – main functions - business & environment - social & logical. Business ethics. Standard policies- Indian trade policies - India's foreign trade policy - Export & import policy

**UNIT 5**

Export barriers – Impact of WTO – GATT – MFA phase out – Globalization and quota implications – tariff and non-tariff system of operations.

**References:**

Jeannette Jarnow, Dickerson, Inside the Fashion Business, Prentice hall, USA,  
Richard Hill, Ralph & James, Industrial Marketing, AITBS pub., 1998  
Dickerson, Textiles & Apparel, in the Global economy, Prentice Hall, 3rd ed, 1998"  
Darlie Koshy, Effective export marketing of Apparel, Global business press, 1996.  
Merchandise buying and management: Fairchild pub.