

CORE COURSE -XI (CC) - EXPORT DOCUMENTATION

Unit – I – Export Market

Export Marketing of apparel, global scene, prospects for Indian apparel in overseas market, Globalization.

Unit – II - Credit

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 – III - Trade

Domestic trade vs international trade, regional trade blocks, nature of foreign exchange market, main functions, business & environment – social & logical. Business ethics.

Unit – IV - Document

Major documents for exports – International codes for products & services, principle, auxilliary documents, documents for claiming export assistance.

Unit – V - Policies

Standard policies – Indian trade policies, India's foreign trade policy: Export & import policy.

Reference:

1. Jeannette Jarnow, Dickerson, Inside the Fashion Business, Prentice hall, USA.
2. Richard Hill, Ralph & James, Industrial Marketing, AITBS Pub., 1998.
3. Philip Kotler, Marketing Management, Prentice Hall, New Delhi 2000.
4. Dickerson, Textiles & Apparel, in the Global economy, Prentice Hall, 3rd ed, 1998.
5. Darlie Koshy, Effective export marketing of Apparel, Global business press, 1996.