

FOUR YEAR UNDER GRADUATE PROGRAMME (FYUGP) IN COMMERCE

DETAILED SYLLABUS OF 3RD SEMESTER

COURSE CODE:	SEC329
TITLE OF THE COURSE:	AGRI EXPORT MANAGEMENT
NATURE OF THE COURSE:	Skill Enhancement Course (SEC)
END SEMESTER:	60 Marks
IN SEMESTER:	40 Marks
COURSE CREDIT:	03

COURSEOBJECTIVES

- To develop comprehensive view of the global business landscape in terms of export of agricultural products.
- To acquire analytical abilities for spotting export prospects and engaging in export marketing in nations with a market for a variety of Indian-origin items.
- To gain knowledge of export processes and documents.
- To share expertise in the field of logistics.
- To increase export gains by comprehending international trade policy.

UNITS	CONTENTS	L	T	P
1 (20Marks)	INTRODUCTION Concept-Agricultural Products; Agricultural Marketing-Features, Importance, Need; International Marketing of Agri products-Scope, Problems faced in exporting agri products.	10	2	
2 (20Marks)	FOREIGN MARKET ENTRY STRATEGIES Product Selection and Adaptation, Channel Selection, Pricing Strategy, Global reach Promotion	8	2	2
3 (20Marks)	POLICIES AND INCENTIVES Domestic agriculture policies for important Indian export crops and allied products –central and state laws, Export Incentives and Subsidies, EPZ and SEZ, Make in India Initiatives.	10	2	2

4 (20Marks)	DOCUMENTATIONANDEXPORTPROCEDURE Export Documentation, Containerization, palletization, unitization, packaging, labeling, marking, Brand building, choice of mode of transport, methods of payment.	7	2	2
Total		35	8	6

Where, L: Lecture T:Theory P:Practical

Modes of IN-Semester Assessment:

40Marks

- One Sessional Examination 20Marks
- Other(Anyone) 20Marks
 - Presentation
 - Group Discussion
 - Assignment

End Semester examination can be Long Answer (10) and Short Answer (5) marks type from each unit.

Course Outcome:

After completion of this course student shall be acquainted with both practical and theoretical knowledge on Agri Export Management. Students shall be able to use analytical abilities for spotting export prospects and engaging in export marketing in nations with a market for a variety of Indian-origin items. They will gain knowledge of export processes and documents and have access to information related to different agricultural products of Northeast India.

Recommended Books:

- Murthy, H.L.N. Agricultural Business Management, Himalaya Publishing House
- Singh, D., & Gautam, A. Export Management, Himalaya Publishing House
- Sheth, R.B., Thoke, N., & Kulkarni, A.V. Management of Agri business And Agri Exports, Nirali Prakashan
- Pillai, R. S. N & Bagavathi, V. Marketing Management, S. Chand & Co.
- Cherunilam, F. International Marketing, Himalaya Publishing House.

Note: Latest Edition books may be used

