

COURSE OBJECTIVES AND COURSE OUTCOMES

T.Y.B.COM. (SEMESTER - V)

SUBJECT: EXPORT MARKETING

Sr. No.	Course Objectives	Course Outcomes
1)	To evaluate the concept, factors influencing, importance, risk involved in export marketing, problems of India's export sector and direction of export trade for products and services	The student is able to examine the concept, factors influencing, importance, risk involved in export marketing, problems of India's export sector and direction of export trade for products and services
2)	To explain various types of trade barriers, major Economic Groupings of the world, agreements of WTO and overseas market selection process	The student examines various types of trade barriers, major Economic Groupings of the world, agreements of WTO and overseas market selection process
3)	To apprise the student about the highlights and impact of Foreign Trade Policy and benefits to exporters	The student evaluates the student about the highlights and impact of Foreign Trade Policy and benefits to exporters
4)	To examine various financial incentives, schemes and institutional assistances to Indian exporters	The student evaluates the various financial incentives, schemes and institutional assistances to Indian

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1)	To explain the concepts like product planning, branding decisions, packaging, labelling, marking, Export pricing strategies and various International Commercial Terms in export marketing	The student is able to examine the concepts like product planning, branding decisions, packaging, labelling, marking, Export pricing strategies and various International Commercial Terms in export marketing
2)	To examine the concept and strategies for choice of export distribution channels, logistics in export marketing and its selection of modes of transport, need for insurance and sales promotion techniques in export marketing	The student evaluates the concept and strategies for choice of export distribution channels, logistics in export marketing and its selection of modes of transport, need for insurance and sales promotion techniques in export marketing
3)	To apprise about export finance options, documentation and procedure involved and role of export promotion and financing intermediaries	The student examines about export finance options, documentation and procedure involved and the role of export promotion and financing intermediaries
4)	To explain the procedure and documentation of export trade	The student examines the procedure and documentation of export trade