

**FOOTWEAR
DESIGN AND
DEVELOPMENT
INSTITUTE**

MBA FMRM

SEMESTER 3

JULY 2015- DECEMBER 2015

**2 YEARS MBA – FASHION MERCHANDISE AND RETAIL MANAGEMENT
SEMESTER – III**

S.N O	MODULE	MODULE CODE	THEORY/ PRACTICAL	HOURS WEEKLY	CREDITS
1	Retail Operations	MBA 301	T	4	4
2	Retail Research-2	MBA 302	P	4	2
3	Luxury Retailing and Lifestyle Merchandising	MBA 303	T	2	2
4	International Retailing	MBA 304	T	2	2
5	Store Design	MBA 305	P	4	2
6	Retail Strategy	MBA 306	T	2	2
7	Retail Branding	MBA 307	T	4	4
8	Retail Software	MBA 308	P	4	2
9	E Commerce	MBA 309	P	2	2
10	Import Documentation Export	MBA 310	T	2	2
TOTAL				30	24

MODULE TITLE : **RETAIL OPERATION**
Module Code **MBA 301**
Contact hours **4.0 hours per week for 15 week**

Aim of the Module: To understand retailing processes, operational strategy, process management, retail location strategy along with retail space management and retail buying.

MODULE Content

Unit 1:

Operations as a Competitive Weapon

What is an operation Management?

Operation management as a set of decisions

Operation management as a function

Manufacturing and services

Differences in manufacturing and services

Similarities in manufacturing and services

Importance of operations in retail

Unit 2:

Standard Operating procedures

What are standard operating procedures

Benefits of S.O.P's

Purpose of S.O.P's

Daily store opening guidelines

Daily store activities

House Keeping guidelines

Store closing activities

Cash Management

Controlling store expenses

Store auditing

Return policies

Merchandise maintenance

Back store guidelines

Controlling shrinkages

Unit 3:

Retail performance measurements

What is performance measurements

Sales performance measurements

Space performance measurements

Staff performance measurements

Stock performance measurements

Unit 4:**Retail Work Force Management**

Manpower planning in retail
Determining store man power requirement
Retail jobs descriptions
Recruitment
Induction and training in retail
Remuneration
Appraisal
Motivation and Reward
Team building
Leadership

Unit 5:**Retail Reporting Structures**

Importance of reports in retail
Daily reports structures
Weekly reports maintenance
Monthly reports maintenance
Yearly reporting structures

Unit 6:**Productivity Measures**

Productivity measures in retail
Strategic level productivity measurements
Middle level productivity measurements
Operational productivity measurements
Other staff member's productivity measurements

Unit 7:**Space Management**

Managing retail space
Traffic flow in a retail store
Allocating spaces to products
Measuring retail space
Dividing space into selling area
Determining layout and product adjacencies
Allocating space to individual products
Space allocation system

Unit 8:**Retail Technologies**

Role of technology in retail
Barcodes

RFID
CRP
CPFR

UNIT 9

Total quality management

Indicative Reading

- Fernie, J (1998), **Logistics and Retail Management**. London, Kogan Page
- Berman, B (1995), **Retail Management**. New Jersey, Prentice Hall
- Lucas, G. H. (1996), **Retail Management**, 3rd Edition, London, Pitman Publication
- Gercas, G. H (1997), **Retailing**, Chennai, All India Publication

Learning Outcomes: After completing this module, the student should be able to :

- Various methods for improving space productivity
- Increase productivity of the staff
- Slow sellers
- ABC Analysis of merchandise
- Understand Retail information system

Module Title : Retail Research 2
Module Code MBA 302
Contact hours 4.0 hours per week for 15 week

Aim of the Module: To understand research design, data collection methods, measures of central tendency, correlation analysis, and research presentation and reach process examination.

Module Content:

UNIT 1 Recap of Retail Research I

Research Design
Scales
Research Problem

UNIT 2 Measures of Central Tendency / Dispersion

Mean, median, mode
Partition values- quartiles, deciles and percentiles.
Measures of variation-range, IQR, quartile deviation, mean deviation and standard deviation.

UNIT 3 Sampling

Sampling Design process
Sampling techniques
Use of appropriate sampling techniques
Sample size determination
Statistical inference and Standard error

UNIT 4 Hypothesis testing

Procedure for hypothesis testing
Significance levels
P values

UNIT 5 Parametric tests

T test, z test
One sample
Two independent sample
Paired sample

UNIT 6 Non Parametric tests

Chi Square
One sample
Two independent sample
Paired sample

UNIT 7 Analysis of variance

Scope of analysis of variance

Measurement of effects and interpretation of results

UNIT 8 Regression

Correlation

Bivariate regression

Multiple regression

UNIT 9 Factor Analysis

Use of SPSS

Procedure for conducting factor analysis

Interpreting the communalities, principal component matrix

UNIT 10 Advance Retail Research Methods

Cluster Analysis

Conjoint Analysis

Discriminant Analysis

UNIT 11 Report writing

Report Format

Report writing

Reading a retail research report

Indicative Reading**Text:**

- MalhotraNaresh& Dash Satyabhushan (2013). Marketing Research, Pearson, New Delhi, 6th edition
- Boyd, Harper W & Stasch, Stanley F & Westfall, Ralph 1989, Marketing research : text and cases, 7th ed, Irwin, Homewood, Ill
- Green, Paul E. (Paul Eliot) & Tull, Donald S 1975, Research for marketing decisions, 3rd ed, Prentice-Hall, Englewood Cliffs, N.J
- Zikmund, William G 2003, Business research methods, 7th ed, Thomson/South-Western, Cincinnati, OH

Reference:

- Gupta S.P., Statistical Techniques, Sultan Chand & Sons
- Grobner D.F. & Shannon P.W., Essential of Business Statistics: A Decision Making Approach, MacMillan College Publishing Co.
- Fleming M.C. & Joseph G.N. 1996, Statistics for management, 2nd Ed. Prentice Hall of India
- Allen R.G.D. 1997, Mathematics Analysis for Economics, AITBS Publishers & Distributors

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- Levin R.I. & Rubin S.R. 1998, Statistics for Management, 7th Ed. Prentice Hall Of India

Learning Outcomes: After completing this module, the student should be able to :

- demonstrate analytical, critical and evaluation skills
 - apply research and information gathering skills
 - conduct research on self-elected briefs
 - demonstrate ability to collate and analyze primary and secondary data
 - demonstrate ability to plan, schedule and manage time effectively
- present and defend analytical findings and recommendations in front of a jury

Module Title : Luxury retailing and Lifestyle Merchandising

Module Code MBA 303

Contact hours 2.0 hours per week for 15 week

Aim of the Module:

To develop the students' ability to understand :

- Origin of various products and their association with Lifestyles.
- Merchandise Mix (variety and Assortment) of lifestyle merchandise.
- Major Retail Players in the world Market
- Indian Market Scenario
- Consumer behavior regarding life style merchandise.

Module Content:

UNIT 1 Introduction to Lifestyle Merchandising (4 Hrs)

The Distinction between Demographics and Psychographics:

The Distinction between Personality and Life-Style

Role of lifestyle in merchandising

The Distinction between Traditional and Lifestyle Retailing

The Distinction between Life Style Retailing Vs Luxury Retailing

UNIT 2 Lifestyle Segmentation-AIO (4 Hrs)

Identifying Consumer Activities, Interests, and Opinions-

Drawbacks of AIO as measure of lifestyle

Precautions to be observed while using AIO as measure of lifestyle

UNIT 3 Life-style Models-VALS-I (6 Hrs)

SRI's Values and Lifestyle (VALS) Program

VALS I typology-Need-Driven; Outer-Directed; Inner-Directed; Integrated lifestyle

Life style trends in hard times

UNIT 4 Life-style Models-VALS-II (6 Hrs)

The two primary dimensions-Resources & Self-orientation

Eight consumer segments - innovators, thinkers, achievers, strivers, experiencers, believers, makers and survivors.

Applications of VALS

Drawbacks of VALS Surveys

UNIT 5 Concept of Luxury (8Hours)

Definitions

Old concept of luxury

New concept of luxury

Four Dimensions of luxury- Luxury as a Brand; Luxury as Luxe Product Features; : Luxury as Non-necessities; Luxury as the Power to Pursue one's Passions

Evolution of Luxury- Global

Evolution of Luxury-India

The 6P's Of Luxury Retailing –Product; Passion; Pleasure; Purpose; Price; People

UNIT 6 Luxury Customers (4 Hrs.)

The luxury buyer Demographics

The luxury buyer Psychographics

UNIT 7 Luxury Pricing (4 Hrs.)

Price elasticity

Fixing the price

Increasing the price

Price reductions

Managing the price over time

Price policies linked to the offer

Price policies linked to the offer

The price and its communication

UNIT 8Luxury Branding (8Hrs.)

Brand characteristics

The financial value of luxury brands

Luxury brand identity

Brand Identity Prism

Central and peripheral Brand identity traits

Building and preserving the dream

Luxury brand architecture-Four Pillars

Defending the brand against counterfeiting

Brand Stretching

UNIT 9 Luxury Distribution (8Hrs.)

Roles, characteristics and challenges

Luxury and mode of distribution- The own brand store; Exclusive distribution; At-home sales; internet distribution

UNIT 10 Luxury Communication (4Hrs.)

Roles of communication

Layers of luxury communication

Dos and don'ts of advertising

Role of brand ambassadors

Nine visual signatures of the brand

UNIT 11Luxury products-Home(4Hrs.)

Profile of personal luxury shopper

Characteristics of home luxuries-Investment Vs. expense

Luxury categories- luxury real estate, luxury electronics and photography equipment, Luxury linens and bedding, luxury kitchenware, cookware, and house wares.

Brand's role in home luxuries purchases

Future vision

UNIT 12 Luxury products-Personal(8Hrs.)

Profile of personal luxury shopper

Choices for personal luxury Shoppers: department stores, specialty

Luxury retailers and boutiques, and Internet/mail-order/TV shopping

Luxury categories- Perfumes, Cosmetics, jewellery, Accessories, Mobiles, watches.

Future vision

UNIT 13 Luxury products-Experiential (4Hrs.)

Profile of personal luxury shopper

Luxury categories- Cosmetic surgery, travel, Fine dining, Entertainment, Home Services,

Personal Instructor, Spa, Massage, Beauty and Cosmetic Services

Indicative Reading

- "The cult of luxury brand " by Radha Chadha & Paul Husband, Nicholas Brealey International, London
- Journals and magazines like - Harper's Bazaar, Vogue, Jane, Elle, Glamour, Mademoiselle and GQ etc.

Learning Outcomes: After completing this module, the student should be able to understand, define, and apply basic concepts of luxury / lifestyle merchandising.

Module Title : International retailing
Module Code MBA 304
Contact hours 2.0 hours per week for 15 week

Module Content:

Unit 1: Internationalization of Retailing

- Introduction
- Nature and scope of Internationalization
- Dimensions of retail internationalization
- Geography of retailing

Unit 2: Typologies of Multinational retailers

- EPG Model
- Multinational, Global, and Transnational Retailer

Unit 3: Motives for Retail expansion

- Push and pull of retail internationalization
- Challenges faced
- Dunning's Eclectic Theory (OLI)

Unit 4: Retail internationalization process

- Phases in internationalization process
 - Pre entry
 - Choosing retail formula
 - Choosing target country
 - Choosing entry mode
 - Entry
 - Choosing timing of entry
 - Selecting the location
 - Growth and Repositioning

Unit 5: Macro and micro decision making framework

Unit 6: International culture and human behavior

- High & low Context cultures
- Hofstede's Cultural Dimension Model

Unit 7: Theoretical parameters

- Institutional theory
- International product life cycle

Unit 8: Retailing scenario in:

- USA & Canada
- Europe(Germany, UK, France)
- Asia (India, Singapore, Malaysia, UAE, Japan, Korea)
- Australia

Unit 9: Case studies

Indicative Reading :

- Alexander Nicholas, International Retailing; 1997, Blackwell Oxford
- Sternquist Brenda, International Retailing; 1998, Fairchild, New York
- Margaret Bruce, Christopher Moore; International retail marketing; 2004, Elsevier, Oxford
- John Dawson, Issues in International retailing; 2006, Routledge, USA

Learning Outcomes : After completing this module, the student should be able to understand:

- Economy of other countries
- Ways of entering international retailing
- Systems of international retailers
- Functionality and successful international retailers
- Future developments of international retailers

Module Title : Store Design
Module Code MBA 305
Contact hours: 4.0 hours per week for 15 week

Aim of the Module: To study introduction to store design with its layouts and basic of architecture, product displays, materials, lighting and systems use in store for better understanding of retailing.

Module Content:

Unit 1 : Introduction of Store Design

- a. What is Store Design ?
- b. Why is Store Design important ?
- c. Who designs the store ?
- d. How does Store Design work ?

Class/Group Discussion : Initiate the project(in groups) for new concept of a retail store which preferably does not exist in Indian Modern Retailing

Unit 2 : Spatial Organization

- a. Circulation Area
- b. Service Area
- c. Display Area

Class/Group Discussion : Students should prepare a questionnaire what information they need to collect as a store designers.

Small presentation by each group of 5minutes for the concept of the store.

Unit 3 : Store Layout & Basics of Architecture

- a. Grid Layout
- b. Free-flow Layout
- c. Loop Layout
- d. Minimal Layout
- e. Combination Floor Layout

Unit 3 : Store Layout & Basics of Architecture

- a. Architectural Symbols for reading store layout (a floor plan)
And symbols used for fixtures
- b. Bubble Plan

Class Discussion/Activity : Students should prepare a rough store layout for the project store.

Unit 4 : Store Front

- a. Store Front Design
- b. Store Front Elements
- c. Glazing
- d. Closure

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- e. Finishing Materials
 - f. Signs (Branding & Directory)

Unit 4 : Store Front

- a. Closure
- b. Finishing Materials
- c. Signs (Branding & Directory)

Class Discussion/Activity : Each group will work on store front for the project and submit a 2D drawing.

Unit 5 : Product Displays

- a. Product Qualities
- b. Display Techniques

Unit 5 : Product Displays

- a. Display Fixture Properties : Access & Support
- b. Display Fixture Types

Unit 5 : Product Displays

- a. Display Fixture Materials
- b. Display Fixture Construction
- c. Display Components

Class Discussion/Activity : Each group will work on selection of wall display units and how merchandise will be displayed in 3D model mock store. Submit 2D drawing of each wall in retail store.

Unit 6 : Materials

- a. Floor
- b. Walls
- c. Ceiling

Class Discussion/Activity : For 3D store model mock store each group will discuss the material for wall, floor and ceiling

Unit 7 : Lighting

- a. Lighting Task Areas
- b. Lighting Criteria
- c. Lighting Sources
- d. Lighting Fixtures

Unit 7 : Lighting

- a. Lighting Locations
- b. Emergency Lighting
- c. Exit Lighting

Class Discussion/Activity : Each group will prepare a ceiling plan for 3D model mock retail store.

Unit 8 : Systems

- a. Plumbing
- b. Fire Protection
- c. HVAC
- d. Electrical Systems
- e. Security Systems (Sensamatics)

3D Model Mock Retail Store – Convert 2D drawings into mock store

Indicative Reading : The Retail Store : Design and Construction by William R. Green
Visual Merchandising and Store Design Workbook by Greg M. Gorman (VM & SD)

Learning Outcomes : Students would be submitting a Portfolio at the end of the semester which will depict the terminology developed by students during the classroom sessions.

After completing this module, the student should be able to :

- Understand the various components used in the layout of the stores.
- Also be able to understand and print blue prints of the architect.
- Make a comparison between the different formats of retail.

Module Title :	Retail Strategy
Module Code	MBA 306
Contact hours	2.0 hours per week for 15 week

Aim of the Module: To comprehend the Indian contract act, sales goods act, Partnership act, consumer protection act etc.

Module Content:

Unit I

Introduction to Retail Strategy

Concept of strategy, Strategic Intent : Vision, Mission- Benefits of having a mission, Characteristics of Mission Statement, Business Definition, Business Model, Goals, Objectives & Policies
Process of Retail strategic planning

Unit II

Environmental Scanning

External environment scanning : PESTEL analysis Industry analysis, Porters Model, Strategic groups, Competitive Intelligence, Importance of Predictive Analytics

Unit III

Internal environment scanning : Organizational analysis, Core competency, Distinctive competency, corporate capabilities, Methods of developing Sustainable competitive advantage, value chain analysis, Impact of technology in Retailing

Unit IV

Retail Strategy Formulation

SWOT analysis, Portfolio analysis: BCG matrix, GE business screen Matrix
Strategic choice : Stability, Growth, Retrenchment, Combination
Growth Strategies : Growth options, Outlet growth, organic growth through outlet multiplication, Franchising, Mergers & Acquisitions, Global Growth opportunities

Unit V

Retail Strategy Implementation

Nature of strategy implementation, Activating strategies, Managing Change, achieving Effectiveness
Barriers in strategy implementation, Role of leadership

Unit VI

Strategic Evaluation & Control

Importance of strategic evaluation, Process of evaluation- Setting of standards, Measurement of performance, Analysing Variances, Taking Corrective Action
Barriers in evaluation, Requirements for effective evaluation, Techniques of strategic control

Role of Information System, Role of Control system, Role of reward system

Indicative Reading:

- Strategic Management and Business Policy by AzharKazmi
- Retailing Management by Michael Levy, BartonWeitz, DhruvAgarwal
- Berry Berman. **Retailing Management**
- Levy Michael, **Retailing Management**
- Lucas H. George. **Retailing**
- Gercas, George H., **Retailing**

Learning Outcomes: After completing this module, the student should be able to:

- a) Lay a foundation for building a value chain in Retail
- b) Understand the Retail Strategies
- c) Strategic Planning Process

Module Title : Retail Branding
Module Code MBA 307

Contact hours 4.0 hours per week for 15 week

Aim of the Module: To understand the branding strategies in the retail industry as well as the role & importance of private labels.

Module Content:

Unit 1- -(6 hours)

Definition of Branding

Unit 2- -(6 hours)

Brand v/s Product

Unit 3- -(6 hours)

Elements of a Strong Brand

Unit 4- -(6 hours)

Major Branding Decisions

Unit 5- -(4 hours)

Brand Sponsors

Unit 6- -(4 hours)

Brand Strategy Decisions

Unit 7- -(4 hours)

Brand Name Decisions

Unit 8- -(4 hours)

Steps involved in Branding

Unit 9- -(4 hours)

National Brands v/s Private Labels

Unit 10- -(4 hours)

Brand Positioning & Repositioning

Unit 11- -(4 hours)

Co-Branding

Unit 12- -(4 hours)

Battle of the Brands

Unit 13- (4 hours)

Brand Personality

Indicative Reading :

- Al Ries & Jack Trout **“Immutable Laws of Branding”**
- Subroto Sengupta **“Brand Positioning”**
- Drake, M .F(1992), **Retail Fashion Promotion and Advertising**. New York, Macmillan

Learning Outcomes : After completing this module, the student should be able to understand:

- Steps involved in branding
- Advantages and disadvantages of National brands & private labels
- Brand sponsors, brand personality dimensions

Module Title : Retail Software
Module Code MBA 308
Contact hours 4.0 hours per week for 15 week

Aim of the Module: To understand IS organization, E-commerce, retail software, sales & distribution, E.D. I. use in the industry

Module Content:

Unit 1: -(6 hours)

IS in organization

- Types of IS
- Transaction Processing System
- Management Information System
- Decision Support System
- Executive Support System

Unit 2: -(6 hours)E-Commerce and ERP E-commerce

- B2B
- B2C
- C2C

1.1 Unit 3: -(6 hours)Retail software introduction

- Introduction to software
- Explanation of Data flow in the software
- Retail ERP process flow chart

Unit 4 : -(8 hours)Retail Module

- Day begin
- Counter opening
- Retail invoice
- Counter close
- Day end
- Re-open counter
- Credit note
- Stock In /Stock out
- Day summary
- Sales Analysis

Unit 5: -(8 hours)

Purchase Module

- Requisition
- Quotation
- Purchase order
- Planning

- Reports

Unit 6: -(8 hours)

Store & Inventory

- Barcodes
- Receipts
- Inspection
- Issues
- Allocations
- Reports

Unit 7: -(6 hours)

Sales & Distribution

- Pricing & Promotions
- Orders
- Sales
- Reports

Unit 8 : -(6 hours)

E.D.I.

- Setup
- EDI

Unit 9: -(6 hours)

C.R.M.

- Master
- CRM

Indicative Reading

- Murdick, R. C, Ross, J. E & Claggett, J. R (1996), Information Systems for Modern Management, 3rd edition, New Delhi, Prentice Hall

[Respective manuals for the software used for applications]

Learning Outcomes :After completing this module, the student should be able to :

- understand and appreciate managerial information needs and its relevance to an apparel organization
- understand and appreciate information flows across various department
- Develop the ability to use computer for effective management of information

Module Title : E commerce
Module Code MBA 309

Contact hours 2.0 hours per week for 15 week

Aim of the Module: To comprehend the concepts of electronic commerce and apply them in the retail industry

Module Content:

E-commerce and its Technological Aspects

Overview of developments in Information Technology and Defining E-Commerce: The scope of E commerce, Electronic Market, Electronic Data Interchange, Internet Commerce, Benefits and limitations of E-Commerce, Produce a generic framework for E-Commerce, Architectural framework of Electronic Commerce, Web based E Commerce Architecture.

Consumer Oriented E Commerce

E-Retailing: Traditional retailing and e retailing, Benefits of e retailing, Key success factors, Models of e retailing, Features of e retailing. E services: Categories of e-services, Web-enabled services, matchmaking services, Information-selling on the web, e entertainment, Auctions and other specialized services. Business to Business Electronic Commerce

Electronic Data Interchange: Benefits of EDI, EDI technology, EDI standards, EDI communications, EDI Implementation, EDI Agreements, EDI Security. Electronic Payment Systems, Need of Electronic Payment System: Study and examine the use of Electronic Payment system and the protocols used, Study Electronic Fund Transfer and secure electronic transaction protocol for credit card payment. Digital economy: Identify the methods of payments on the net – Electronic Cash, cheques and credit cards on the Internet.

Security in E Commerce

Threats in Computer Systems: Virus, Cyber Crime Network Security: Encryption, Protecting Web server with a Firewall, Firewall and the Security Policy, Network Firewalls and Application Firewalls, Proxy Server. Intellectual Property threats, Threats of client compute, communication channel and servers.

Issues in E Commerce

Understanding Ethical, Social and Political issues in E-Commerce: A model for Organizing the issues, Basic Ethical Concepts, Analyzing Ethical Dilemmas, Candidate Ethical principles Privacy and Information Rights: Information collected at E-Commerce Websites, The Concept of Privacy, Legal protections Intellectual Property Rights: Types of Intellectual Property protection, Governance.

Technical infrastructure & E-commerce Software

History, Packet Switching Networks, Internet protocols, Internet Connectivity, Functions of e-commerce software, E commerce software for small, medium and large businesses

Business Models

Components of an online business model, models based on strategies, basic structure and revenue

Marketing on the web

Web marketing strategies, market segments , customer behavior and relationship intensity, Push Marketing models, Pull marketing models, branding on the web

Internet Business Strategies

Value chain in electronic commerce, Electronic market places, electronic auctions, Mobile Commerce (M Commerce) virtual communities

Metrics

Comprehensive metrics Plan, Accessing health of on line business, online and off line integration metrics, social media metrics , external sources for metrics information

Suggested Reading:

1. Jibitesh Mishra “ E commerce” , MacMillan Publication
2. Elias. M. Awad, " Electronic Commerce", Prentice-Hall of India Pvt Ltd.
3. RaviKalakota, Andrew B. Whinston, "Electronic Commerce-A Manager's guide", Addison-Wesley.
4. Efraim Turban, Jae Lee, David King, H.Michael Chung, “Electronic Commerce–A ManagerialPerspective", Addison-Wesley.
5. Elias M Award, “Electronic Commerce from Vision to Fulfilment”, 3rd Edition, PHI, Judy Strauss, Adel El-Ansary, Raymond Frost, “E-Marketing”, 3RDEdition, Pearson Education.

Learning Outcomes: After completion of the module, the student shall:

Understand the concepts of Ecommerce.

Comprehend E commerce security issues

Understand the various online business models.

Module Title : Import Export documentation
Module Code MBA 310
Contact hours 2.0 hours per week for 15 week

Aim of the Module : To understand international trading, payments, foreign trade policies, export procedures and documentation.

Module Content:

Unit – 1(4 hours)

Introduction

International trading environment, need of inter.trade. Multilateral trading system, trading blocks, trade barriers (tariff & non tariff) , WTO , ICC.

Unit – 2(4 hours)

International payments:

Methods of payment(d/a ,d/p, open a/c,L/c), inco-terms 2000.UCP 600

Unit -3 (4 hours)

Institutional Framework for exports in India, Foreign trade policy

Unit -4 (4 hours)

Political & cultural risks, Marketing entry strategies]

Unit –5 (4 hours)

Export **Procedure:Pre shipment finance , inspection & quality control,**

Unit – 6 (4 hours)

Labelling & Packaging

Unit- 7 (4 hours)

Excise clearance, custom clearance, pre shipment documentation , shipment , post shipment finance

Unit -8 (2 hours)

- Export risk management & Import procedures
- Documentation

Learning Outcomes: After the completion of the module, the students shall:

- Understand the various documentation required for the import, export of merchandise
- Understand the international payment terms