

▪ SEMESTER:- V

▪ COURSE NO.:- FTBM-352

▪ COURSE TITLE:- BUSINESS MANAGEMENT AND

▪ CREDITS:- 2(2+0)

INTERNATIONAL TRADE

➤ THEORY

NO. OF UNITS	TOPICS	NO. OF LECTURES
1	<p><i>Business Management: introduction, theories and functions</i></p> <p><i>Food industry management:</i></p> <ol style="list-style-type: none"> 1. <i>Purchase management and production management</i> 2. <i>Financial management and marketing management –retail management</i> 3. <i>Human resource development and personnel management Sectors in food industry and scale of operations in India</i> 	8
2	<p><i>International trade: Basics, Classical theory, Theory of absolute advantage, Theory of comparative advantage, Modern theory, Free trade – protection, methods of protection quotas, bounties, exchange control, devaluation, Commercial treaties, terms of trade balance of payments, exim policy, foreign exchange, mechanics of foreign exchange, GATT and WTO.</i></p> <p><i>World Trade Agreements Related With Food Business</i></p> <ul style="list-style-type: none"> ▪ <i>Export Trends And Prospects Of Food Products In India</i> 	8
3	<p><i>World Consumption of Food</i></p> <p><i>Patterns and Types of Food Consumption across the Globe</i></p> <ul style="list-style-type: none"> ▪ <i>Developed Nations</i> ▪ <i>Developing Nations</i> ▪ <i>Under Developed Nations</i> <p><i>Ethnic Food Habits of Different Regions</i></p>	4
4	<p><i>Govt. institutions related to international food trade APEDA, Tea Board, Spice Board, MFPI, etc</i></p>	4
5	<p><i>Management of export import organization</i></p> <p><i>Registration, documentation, export import logistics</i></p>	4
6	<p><i>Case Studies</i></p>	4
	<p>TOTAL</p>	<p>42</p>

➤ *Reference Books:*

- *Principles of Agri business Management* *D. David and S. Erickson Mc Graw Hill Book Co. New York.*
- *Agricultural Marketing in India* *Acharya S. S. and Agarwal N. L. Oxford and IBM Publishers, New Delhi.*
- *Marketing in the International Environment* *Cundiff Higler , P H I, New Delhi.*
- *GATT implications of Denkel proposals* *G. S. Batra & Narinder Kumar Azmol publications Pvt. Ltd., New Delhi.*
- *Market Management* *Philip Kotler*
Prentice Hall of India, New Delhi.
- *Marketing Management* *Dr. P.K. Shrivastava*