

## **MKT 252: Foreign Trade & Export Management**

*Nature of Course: Marketing Specialization*

*Level: BBS*

*Year: Fourth*

*Full Marks: 100*

*Pass Marks: 35*

*Lecture Hours: 150*

### **Course Objective**

This course aims at providing basic understanding of the theories, processes and components of foreign trade and export management. In addition, this course also aims to impart practical knowledge of the operational aspects of export, import and transit management in Nepal.

### **Course Description:**

This course contains introduction, commercial and industrial policy, balance of payments and adjustment, export promotion through EPZ and SEZ, export procedure and documentation, export finance, transit System and its arrangements in Nepal, role of regional economic cooperation & international organizations in Nepal's foreign trade.

### **Learning Outcomes:**

On the completion of this course, students will be able to:

- Understand the nature and importance of foreign trade in the economic development of Nepal;
- Know the commercial and industrial policy, balance of payment and adjustment;
- Understand the export promotion through EPZ and SEZ, and export-import procedures and documentations;
- Have a board idea on export finance, transit system and its arrangement in Nepal;
- Have knowledge about role of regional economic cooperation and international organization in Nepal's foreign trade.

### **Course Details**

#### **Unit 1: Introduction**

**15 LHs**

Nature of Nepal's foreign trade; Import and export structure of Nepal; Diversification of Nepal's trade; Role of foreign trade in economic development of the country; and Nepal in the global trade.

#### **Unit 2: Commercial and Industrial Policy**

**18 LHs**

Introduction; Free trade vs. protectionism; Trade barriers: tariff and non-tariff barriers; Nature and components of commercial policy of Nepal; Provisions of Nepal's commercial policy; and Role of trade and industrial policy in export promotion.

#### **Unit 3: Balance of Payments and Adjustment**

**19 LHs**

Nature and components of balance of payments; Review of Nepal's balance of trade and balance of payments situation; Reasons for widening gap between import and export;

Problems of export trade of Nepal; Government's efforts in bridging gap between import and export; Efforts of private sector for export promotion; and Import control measures in Nepal.

**Unit 4: Export promotion through EPZ and SEZ** **19 LHs**

Concept and need of export processing zones (EPZ) and special economic zones (SEZ); Development of SEZs in Asian countries; Development of SEZ in Nepal; and Government's policy regarding SEZ.

**Unit 5: Export Procedure and Documentation** **17 LHs**

Preliminary requirements in export executions; Stages in export procedure; Export procedure in Nepal; Requirement of export documents; Export custom points in Nepal; and Products banned for export in Nepal.

**Unit 6: Export Finance** **14 LHs**

Concept and types of export finance; Need of export finance; Pre-shipment finance – concept and types; Post-shipment finance – concept and types; Export credit and financing in Nepal; Methods of export payment; and Market study is needed.

**Unit 7: Transit System and its Arrangements in Nepal** **19 LHs**

Land-locked character and nature of transit problems; Land-locked countries of the world and their transit trade situation; Cost of transit problems; Nepal's trade and transit agreements with neighboring countries; and Nepal's trade and transit arrangements with India, Bangladesh and China.

**Unit 8: Role of Regional Economic Cooperation in Nepal's Foreign Trade** **19 LHs**

Concept and need of regional economic integration/cooperation; Forms of regional integration; Understanding the role of SAARC, ASEAN, and EU; and BIMSTEC in Nepal's export promotion; Role of multilateral trading system in Nepal's foreign trade; and A small project work is needed.

**Project Work** **10 LHs**

After the completion of fourth year concentration classes the students will prepare a project work. The subject teachers will discuss with students on possible topics on the basis of availability and sources of literature, availability of data, data collection methods, appropriate tools of data analysis, etc relevant to the subject within 10 lecture hours.

**Suggested Readings**

Rathor, B. S. and Rathor, J. S., *Export marketing*, Mumbai, Himalaya Publishing House.  
Cherunilam, Francis, *International trade and export management*, Mumbai, Himalaya Publishing House.  
Mannur, H. G., *International economics*, New Delhi, Vikas Publishing House.

Basnet, KabiKeshari, *A study of Nepal's transit arrangement, (Nepali Version)* Nepal Adhyayan Samuha, Kathmandu.

Nepal Law Society, *Landlockedstates and access to sea*, Kathmandu.

Trade and Transit Agreements of Nepal with Foreign Countries.

Various Publications of ETPC, SAARC Secretariat, WTO, UNCTAD, ITC, FNCCI, Chamber of Commerce, and others.