

Bharath

INSTITUTE OF HIGHER EDUCATION AND RESEARCH
(Declared as Deemed - to - be - University under section 3 of UGC Act 1956)
ACCREDITED WITH 'A' GRADE BY NAAC

23/01/2021
Chennai

From
Dr S Praveen Kumar,
Professor & Head,
Department of Management Studies,
Bharath Institute of Higher Education and Research,
Chennai

To
The Dean Engineering
Bharath Institute of Higher Education and Research,
Chennai

Sub: Permission to online conduct value- added course: Skill development course on export marketing and documentation - reg.,

Respected Sir,

With reference to subject mentioned above, the department proposes to conduct a value-added course titled: **Skill development course on export marketing and documentation** on 22/02/2021. We kindly solicit your kind permission to commence the program.

Warm Regards,


Dr S Praveen Kumar


DEAN- Engineering

DEAN

BHARATH INSTITUTE OF HIGHER EDUCATION & RESEARCH
(Declared as Deemed To be University U/S 3 of UGC Act. 1956)
Chennai-600 073. INDIA.



School of Management Studies & Commerce

Circular

23/01/2021

Sub: Organising online Value-added Course: Skill development course on export marketing and documentation - reg.,

With reference to the above-mentioned subject, it is to bring it to your notice that School of Management Studies & Commerce, Bharath Institute of Higher Education & Research is organising "Value added course: Skill development course on export marketing and documentation". The Course content and registration form is enclosed below.

The application must reach the institution along with all the necessary documents as mentioned. The hard copy of the application should be sent to the institution by registered/speed post only to reach on or before 19th February 2021; application received after the mentioned date shall not be entertained under any circumstances.


Head of the Department

Encl: A copy of Syllabus & Registration form

Bharath Institute of Higher Education & Research**School of Management Studies & Commerce****Participant List****Value Added Course: Skill Development course on Export
Marketing and Documentation**

| S.No | Register Number | Student Name | Remarks |
|------|-----------------|---------------------|---------|
| 1 | U15BC058 | MANIKANDAN G | |
| 2 | U15BC059 | MANJULA R | |
| 3 | U15BC060 | MENAKA B | |
| 4 | U15BC061 | MOHAIDEEN NIWAS M | |
| 5 | U15BC062 | MOHAMEDAEJAZ M | |
| 6 | U15BC063 | MOHAMMED AKEM K | |
| 7 | U15BC064 | MOHAN S | |
| 8 | U15BC065 | MUHAMMED ILLYAS K K | |
| 9 | U15BC066 | MURALI A | |
| 10 | U15BC067 | MURALIDHARAN S | |
| 11 | U15BC068 | MURUGAN M | |
| 12 | U15BC069 | MUTHURAJ P | |
| 13 | U15BC070 | NARESH M | |
| 14 | U15BC071 | NIRMAL RAJ S | |
| 15 | U15BC072 | NIRMAL SELVAM K P | |
| 16 | U15BC073 | PANDIYAN M | |
| 17 | U15BC074 | PAVITHRA PRIYA C | |
| 18 | U15BC075 | PAVITHRA R | |
| 19 | U15BC076 | PAVITHRA V | |
| 20 | U15BC077 | POOJASHRI R | |
| 21 | U15BC078 | PRABHAKARAN R | |
| 22 | U15BC079 | PRAKASH S | |
| 23 | U15BC080 | PRASANTH B | |
| 24 | U15BC081 | PRAVEEN R | |
| 25 | U15BC082 | PRIYANKA G | |
| 26 | U15BC083 | PRIYANKA SHARMA | |
| 27 | U15BC084 | RADHA R | |
| 28 | U15BC085 | RAJKUMAR T | |
| 29 | U15BC086 | RAMAKRISHNAN T | |
| 30 | U15BC087 | RAMYA C | |
| 31 | U15BC088 | RANJITH KUMAR S | |
| 32 | U15BC090 | RANJITHA M | |
| 33 | U15BC091 | SAGAYA SANTHOSH A | |
| 34 | U15BC092 | SAIVARALAKSHMI R | |
| 35 | U15BC094 | SANDHIYAKRISHNA S | |
| 36 | U15BA001 | AJITHKUMAR D | |
| 37 | U15BA002 | BERYL CHRISTY C | |
| 38 | U15BA003 | CASTRO S | |
| 39 | U15BA004 | CHRISTY JOSEPH P | |

| | | | |
|----|----------|-------------------|--|
| 40 | U15BA005 | DHINAKARAN P | |
| 41 | U15BA006 | E. RAHUL | |
| 42 | U15BA007 | IYANAR A | |
| 43 | U15BA008 | JOTHI B | |
| 44 | U15BA009 | JOYEL T JOSE | |
| 45 | U15BA010 | KEERTHIGA A | |
| 46 | U15BA011 | KIRANKUMAR U | |
| 47 | U15BA012 | KOWSHIK S | |
| 48 | U15BA013 | LALITHA PRIYA P | |
| 49 | U15BA014 | M. MEENA | |
| 50 | U15BA015 | M. VIJAYA RAM | |
| 51 | U15BA016 | MALSAWMDAWNOZUALA | |
| 52 | U15BA017 | MANOJ PRABHAKAR S | |
| 53 | U15BA018 | NAGOOR MEERAN S | |
| 54 | U15BA019 | PRABAKARAN P | |
| 55 | U15BA020 | RAJESH K | |
| 56 | U15BA021 | RAJESWARI B | |
| 57 | U15BA022 | RAJKUMAR C | |

Course Feedback form

Date: 02-2-21

Course Title: Skill development Course on Export marketing and Documentation

Name: Naresh M

RegNo: V15BC070

Department: Commerce

| S.No | Particulars | 1 | 2 | 3 | 4 | 5 |
|--|--|---|---|---|---|---|
| (1. Very Unsatisfied 2. Unsatisfied 3. Neutral 4. Satisfied 5. Very Satisfied) | | | | | | |
| 1. | objectives of the course clear to you | | | | / | |
| 2. | The course contents met with your expectations | | | | / | |
| 3. | The lecture sequence was well planned | | | | | / |
| 4. | The lectures were clear and easy to understand | | | | / | |
| 5. | The teaching aids were effective | | | | | / |
| 6. | The instructors encourage interaction and were helpful | | | | / | |
| 7. | The level of the course | | | | | / |
| (1. Very poor 2. Poor 3. Average 4. Good 5. Excellent) | | | | | | |
| 8. | Overall rating of the course: | 1 | 2 | 3 | 4 | 5 |

Please give Suggestion for the improvement of the course:

Weakness of the course:

Strength of the course:


Signature

*** Thank you ***

Course Feedback form

Date: 22/02/21

Course Title: Skill Development course on Export marketing and documentation.

Name: Mohan.S

RegNo: U15BC064

Department: Commerce.

| S.No | Particulars | 1 | 2 | 3 | 4 | 5 |
|--|--|---|---|---|---|---|
| (1. Very Unsatisfied 2. Unsatisfied 3. Neutral 4. Satisfied 5. Very Satisfied) | | | | | | |
| 1. | objectives of the course clear to you | | | | ✓ | |
| 2. | The course contents met with your expectations | | | | ✓ | |
| 3. | The lecture sequence was well planned | | | | | ✓ |
| 4. | The lectures were clear and easy to understand | | | | ✓ | |
| 5. | The teaching aids were effective | | | | | ✓ |
| 6. | The instructors encourage interaction and were helpful | | | | | ✓ |
| 7. | The level of the course | | | | ✓ | |
| (1. Very poor 2. Poor 3. Average 4. Good 5. Excellent) | | | | | | |
| 8. | Overall rating of the course: | 1 | 2 | 3 | 4 | 5 |

Please give Suggestion for the improvement of the course:

Weakness of the course:

Strength of the course:

Excellent

Mohan.S
Signature

*** Thank you ***



ACCREDITED WITH 'A' GRADE BY NAAC

SCHOOL OF MANAGEMENT STUDIES & COMMERCE

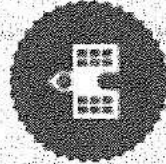
CERTIFICATION OF PARTICIPATION

RAJESHWARI B

has participated in the Value-added course: **Skill Development course on Export Marketing and Documentation**, a unique and special programme held at **Bharath Institute of Higher Education & Research** on 22/02/2021

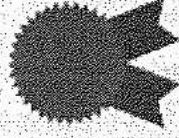
Handwritten signature of Ms. Magdalene Peter in black ink.

Ms. Magdalene Peter
COURSE CO-ORDINATOR



Handwritten signature of Dr S Praveen Kumar in black ink.

Dr S Praveen Kumar
HEAD OF THE DEPARTMENT



| Bharath Institute of Higher Education & Research | | | | |
|--|-----------|--|--------------|------|
| School of Management studies and Commerce | | | | |
| Value Added Course: Certificate course on Export Marketing and Documentation | | | | |
| Course Duration:30 | | | | |
| S.No | Date | Topic | Time | Hour |
| 1 | 2/22/2021 | Introduction to Export Marketing | 4.00-5.00 Pm | 1 |
| 2 | 2/23/2021 | Concept and features of Export Marketing | 4.00-5.00 Pm | 1 |
| 3 | 2/24/2021 | Importance of Exports for a Nation and a Firm | 4.00-5.00 Pm | 1 |
| 4 | 2/25/2021 | Distinction between Domestic Marketing and Export Marketing | 4.00-6.00 Pm | 2 |
| 5 | 2/26/2021 | Factors influencing Export Marketing | 4.00-5.00 Pm | 1 |
| 6 | 2/27/2021 | Risks involved in Export Marketing | 4.00-5.00 Pm | 1 |
| 7 | 3/1/2021 | Problems of India's Export Sector | 4.00-5.00 Pm | 1 |
| 8 | 3/2/2021 | Major merchandise/commodities exports of India | 4.00-6.00 Pm | 2 |
| 9 | 3/3/2021 | Services exports of India | 4.00-5.00 Pm | 1 |
| 10 | 3/4/2021 | Trade barriers | 4.00-5.00 Pm | 1 |
| 11 | 3/5/2021 | Types of Tariff Barriers and Non-Tariff barriers | 4.00-5.00 Pm | 1 |
| 12 | 3/7/2021 | Distinction between Tariff and Non-Tariff barriers | 4.00-6.00 Pm | 2 |
| 13 | 3/8/2021 |) Major Economic Groupings of the World | 4.00-5.00 Pm | 1 |
| 14 | 3/9/2021 | Positive and Negative Impact of Regional Economic | 4.00-5.00 Pm | 1 |
| 15 | 3/10/2021 | Positive and Negative Impact of Regional Economic | 4.00-5.00 Pm | 1 |
| 16 | 3/11/2021 | Need for Overseas Market Research | 4.00-6.00 Pm | 2 |
| 17 | 3/12/2021 | Market Selection Process, | 4.00-5.00 Pm | 1 |
| 18 | 3/14/2021 | Determinants of Foreign Market Selection | 4.00-5.00 Pm | 1 |
| 19 | 3/15/2021 | Foreign Trade Policy (FTP) 2015-20 - Highlights and Implications | 4.00-5.00 Pm | 1 |
| 20 | 3/16/2021 | Export Trade facilitations and ease of doing | 4.00-6.00 Pm | 2 |
| 21 | 3/17/2021 | Role of Directorate General of Foreign Trade (DGFT) | 4.00-5.00 Pm | 1 |
| 22 | 3/18/2021 | Benefits to Status Holders & Towns of Excellence | 4.00-5.00 Pm | 1 |
| 23 | 3/19/2021 | Common benefits for EHTP,BTP and STP; | 4.00-5.00 Pm | 1 |
| 24 | 3/21/2021 | Institutional Assistance to Indian Exporters - | 4.00-6.00 Pm | 2 |