



# SACRED HEART COLLEGE (AUTONOMOUS)

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A Don Bosco Institution of Higher Education, Founded in 1951 \* Affiliated to Thiruvalluvar University, Vellore \* Autonomous since 1987

Accredited by NAAC (4<sup>th</sup> Cycle – under RAF) with CGPA of 3.31 / 4 at 'A+' Grade

Name of the Course	Course Code	Name of the Program	Activities with direct bearing on Employability/ Entrepreneurship/ Skill development	Year of introduction
Exim Policy, Export Procedure and Documentation	MSDI121	PGDIEM	<b>Skill Development</b> Contents: Introduction to export policy & procedure Terms for export Export benefits Export promotion scheme Export of principal Activities: Lecture Method, Group discussion, Interactive Presentation, Seminars and Assignments	2021-2022
International Market Research	MSDI222	PGDIEM	<b>Skill Development</b> Contents: Introduction of international market research Marketing research Sampling & questionnaire Data analysis and interpretation International market opportunity Activities: Minor Research work	2021-2022