



Undergraduate programmes

Syllabus

Basics of Export Trade 1

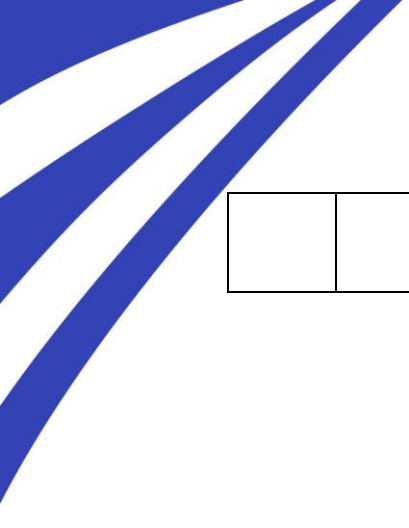
Module Code: BET101
Credits: 20
IMM GSM Year Level: 1
NQF Level: 5
Nature: Fundamental
Status: Undergraduate

Module specific outcome/s

To be able to produce an acceptable academic document such as an assignment and to master examinations.
 To be able to give an overall concept of exporting to students who enrol for the one-year Higher Certificate in Export Management.

Description of Units

Unit	Description	Learning outcomes
1	Export transactions and the major players	<p>Explain the characteristics of an export transaction.</p> <p>Understand the role of the buyer, seller, governments and government departments and various export service industries.</p>
2	Regulatory framework for international trade	<p>The role of the World Trade Organisation</p> <p>How countries negotiate trade agreements</p> <p>Major international trading blocs</p> <p>South Africa's main trade agreements</p>
3	Global trade patterns	<p>Name the world's major trading countries.</p> <p>Explain the pattern of global exports.</p> <p>Discuss recent developments in global trade patterns.</p>
4	South Africa's export trade in the global concept	<p>Students will understand the broad pattern of South Africa's export trade in the global context.</p>
5	The determinants of culture	<p>Discuss the significance of language to culture.</p> <p>Explain what is meant by material culture, and discuss the impact of material culture on the acceptability of a product and/or the effectiveness of a particular export marketing strategy in a foreign market.</p> <p>Explain what is meant by aesthetics, and discuss how aesthetics can influence, for example, an exporter's advertising strategy, a product's packaging, etc.</p> <p>Explain what is meant by social organisation and discuss the influence of social organisation on a company's export marketing strategy in a foreign market.</p> <p>Discuss the impact of society's religious belief system, attitudes, values and norms on the behaviour of its members, particularly with regard to the conduct of business.</p>
6	Doing business in different parts of the world	<p>Discuss the verbal and non-verbal communication skills which a businessman must demonstrate if he is to be successful in a foreign market.</p> <p>Appreciate the main characteristics of the business environments in various regions of the world.</p> <p>Understand the behaviour a foreign business person should demonstrate if he is to successfully conclude business deals in those regions.</p>
7	Assessing export readiness at national and country level	<p>Explain the characteristics of an internationally competitive country.</p> <p>Detail the essential features of a company that is ready to export.</p>
8	Logistics considerations	<p>Appreciate the role of documentation in export transactions.</p> <p>Explain the broad issues around finance and payments for exports.</p> <p>Discuss the essential business disciplines for a successful export company.</p> <p>Explain common risks and pitfalls in export trade.</p>
9	Introduction to international marketing	<p>Define export marketing.</p> <p>Discuss the basic principles of marketing in an export context.</p> <p>Explain how export marketing differs from domestic marketing.</p> <p>Explain how to research and select foreign markets on the basis of the results of desk and in-market research.</p>
10	The marketing mix in an export context	<p>Name some of the factors that give rise to the need for a product to undergo modification(s) for an export market.</p> <p>Differentiate between the international pricing policies normally applied to commodities, industrial products and consumer products, respectively.</p> <p>Discuss some of the factors influencing an exporter's approach to promoting his product in foreign markets.</p> <p>Name some of the channels through which an exporter can promote his product in a foreign market.</p>



		<p>Name the four main ways of entering a foreign market and give an example of each.</p> <p>Give a brief overview of commodity marketing.</p> <p>Give a brief overview of services marketing.</p>
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