



Undergraduate programmes

Syllabus

Export Management 2

Module Code: EM201
Credits: 20
IMM GSM: Year Level: 2
NQF Level: 6
Nature: Core
Status: Undergraduate

Module Specific Outcome/s

Identify opportunities and threats in the business environments of foreign markets and to determine and implement appropriate actions.

Effectively structure and manage the functions, staff and budgets of an international division.

Plan, co-ordinate and implement an export strategy to meet the company's overall business objectives.

Description of Units

Units	Description	Learning Outcomes
1	The business environments in foreign markets	Understand the uncontrollable factors in foreign markets and how they differ from those in the domestic market. Understand the impact of uncontrollable factors on management decisions. Explain the influence of the domestic business environments on a company's international business. Differentiate between attributes and distance when developing international strategies.
2	Globalisation issues	Explain the concept globalisation. Discuss South Africa's status as a home base for an international company. Explain the characteristics of successful exporters. Outline the role of industry clusters. Discuss the opportunities for small businesses to become global players.
3	The fundamental management functions	Explain the functions of management. Explain the importance of the leadership role. Compile a profile of an effective manager.
4	Principles of accounting and budget control	Explain the manager's role regarding accounting and budgeting. Understand the basic accounting principles. Calculate financial ratios and understand their significance. Explain the elements of a budget and prepare a budget. Explain the principles and advantages of standard costing.
5	Functions and structure of an export division	Explain the management and structuring of work in a international company. Understand how to manage people in an international company. Explain the differences in appropriate export structures of small, medium-sized and large exporting companies. Understand the purpose of different control mechanisms in an export division. Discuss the concepts of regional strategies for a global company. Identify the skills needed by an export manager. Explain the role of the trans-national manager.
6	Managing an international organisation	Explain the characteristics of a export-ready company. Describe the concept of competitive intelligence and its importance to sound business and marketing plans. Explain the process of planning for world markets.