



Undergraduate programmes

Syllabus

International Export Trade Strategy 3

Module Code: ETS301
Credits: 20
IMM GSM: Year Level: 3
NQF Level: 7
Nature: Core
Status: Undergraduate

Module Specific Outcome/s

Expose students to export management and strategic international trade issues as they affect companies in a 'real life' situation. Develop the analytical, interpretative and problem-solving skills of students in an international trade environment.

Description of Units

Units	Description	Learning Outcomes
1	Case study	A seen case study is identified and presented to students with guidelines for preparation. Students are to apply the knowledge gained from the full programme in completing an assignment based on the case study. The examination consists of questions based on the case study.