Sheffield Hallam University

Sheffield Hallam University

MODULE DESCRIPTOR

TITLE	Export Management
SI MODULE CODE	44-7896-00S
CREDITS	15
LEVEL	7
JACS CODE	*N120*
SUBJECT GROUP	International Business
DEPARTMENT	Department of Management
MODULE LEADER	Dave Laughton

MODULE STUDY HOURS (based on 10 hours per credit)*			
Scheduled Learning and Teaching Activities	**Placement (if applicable)**	**Independent Guided Study**	**Total Number of Study Hours**
30		120	150

MODULE AIM
This module aims to explore the nature and management of the export function within firms and the successful management of distributors and agents within the context of the increasing internationalisation of business activity.

MODULE LEARNING OUTCOMES
By engaging successfully with this module a student will be able to

1 Evaluate the internationalisation patterns of small and medium-sized enterprises and the key determinants of these patterns.

2 Assess the role of distributors and agents within the context of an export marketing strategy for a firm and the different types of relationships that exist between firms, agents and distributors.

3 Critically review the key elements and issues to be addressed in an export market development plan.

4 Synthesise the key elements of an export market development plan for a specified product and specified market.

INDICATIVE CONTENT

1 Introduction to exporting: why export? Exporting and the small firm. Direct and indirect exporting intermediaries; advantages and disadvantages of different export intermediaries.
2 Developing an export strategy: key strategic decisions; product differentiation; market segmentation; trade channel mapping.
3 Sources of information and market research to support the export marketing plan; implementing an export strategy and monitoring performance.

4 Market and performance data in planning; export sales forecasting; market concentration versus spreading.
5 Selecting and managing agents and distributors.
6 Agency and distributor agreements.
7 Export pricing and costing.
8 Export finance.
9 Export logistics.
10 Export promotion.
11 Intellectual property protection.

LEARNING, TEACHING AND ASSESSMENT - STRATEGY AND METHODS
Students will be supported in their learning, to achieve the above outcomes, in the following ways

The teaching and learning strategy will be a combination of tutor input and student activity. The tutor will introduce general and conceptual issues relevant to the module. These will then be explored using case material and the experiences of the student group to subject the didactic input to review and critique. When possible, external speakers from the corporate world will be invited to make an input on specific topics and themes. Activity based learning is the fundamental approach adopted in the unit.

Additional features of learning sessions are:

- poster presentations by students on issues reviewed in the session;

- small group presentations (unassessed), where groups present their response to questions prepared outside of class sessions;

- brief summary of a journal article by a micro group of students; the journal article will be related to the theme of the teaching session; the summary should reflect on the topic, research approach and findings/conclusion; the summary should be posted to the course first class conference site;

- analysis of case studies;

- guest speakers;

- company visits;

Sheffield Hallam University

ASSESSMENT TASK INFORMATION

Task No.*	Short Description of Task	SI Code EX/CW/PR	Task Weighting %	Word Count or Exam Duration**	In-module retrieval available
1	Outline of an export market development plan	CW	30%	1,500	Y
2	Export market development plan for a target product and market	CW	70%	3,500	N

FEEDBACK
Students will receive feedback on their performance in the following ways.

Verbal feedback will be provided on class activities (poster presentations and presentations of journal findings). Review meetings will be held with the whole class and the module tutor throughout the duration of the module to generate formative feedback on work in progress for assignment two, and there will be a final briefing session towards the end of the semester. Summative feedback on both assignment one and two will be provided in the form of voice files which can be listened to on PC, lap top, smart phone etc. This will comment on how well the assessment criteria and learning outcomes have been met and will also involve the use a specially designed proforma. Students will be able to clarify any outstanding issues after assignment one in one-to-one discussions with the module tutor.

LEARNING RESOURCES FOR THIS MODULE (INCLUDING READING LISTS)

Albaum, G. and Duerr, E. (2008) "International Marketing and Export Management", Financial Times – Prentice Hall.

Reuvid, J. and Sherlock, J. (2011) "International Trade – an Essential Guide to the Principles and Practice of Export", Kogan Page.

Branch, A. (2006) "Export Practice and Management", Thomson.

Noonan, C. 1999, "The CIM Handbook of Export Marketing: A Practical Guide to Opening and Expanding Markets Overseas," Butterworth Heinemann.

Capela, J.J. (2008) "Import/Export for Dummies", Wiley.

Weiss, K.D. (2007) "Building an Import/Export Business", Wiley.

SECTION 2   MODULE INFORMATION FOR STAFF ONLY

MODULE DELIVERY AND ASSESSMENT MANAGEMENT INFORMATION

MODULE STATUS - INDICATE IF ANY CHANGES BEING MADE

NEW MODULE	N
EXISTING MODULE - NO CHANGE	N - change to learning outcomes
Title Change	N
Level Change	N
Credit Change	N
Assessment Pattern Change	N
Change to Delivery Pattern	N
Date the changes (or new module) will be implemented	**01/2013**

MODULE DELIVERY PATTERN - *Give details of the start and end dates for each module. If the course has more than one intake, for example, September and January, please give details of the module start and end dates for each intake.*

	Module Begins	**Module Ends**
Course Intake 1	04/02/2013	06/05/2013
Course Intake 2	DD/MM/YYYY	DD/MM/YYYY
Course Intake 3	DD/MM/YYYY	DD/MM/YYYY

Is timetabled contact time required for this module?	Y

Are any staff teaching on this module non-SHU employees?	N
If yes, please give details of the employer institution(s) below	
What proportion of the module is taught by these non-SHU staff, expressed as a percentage?	

MODULE ASSESSMENT INFORMATION

Indicate how the module will be marked	
***Overall PERCENTAGE Mark of 40%**	Y
***Overall PASS / FAIL Grade**	N

*Choose one only – module <u>cannot</u> include both percentage mark and pass/fail graded tasks

SUB-TASKS

Will any sub-tasks (activities) be used as part of the assessment strategy for this module?	N

If sub-tasks / activities are to be used this must be approved within the Faculty prior to approval. Sub-task / activity marks will be recorded locally and extenuating circumstances, extensions, referrals and deferrals will not apply to sub-tasks / activities.

FINAL TASK

According to the Assessment Information shown in the Module Descriptor, which task will be the LAST TASK to be taken or handed-in? (Give task number as shown in the Assessment Information Grid in Section 1 of the Descriptor)	Task No. 2

NON-STANDARD ASSESSMENT PATTERNS

MARK 'X' IN BOX IF MODULE ASSESSMENT PATTERN IS NON STANDARD, eg MODEL B, ALL TASKS MUST BE PASSED AT 40%. **NB: Non-standard assessment patterns are subject to faculty agreement and approval by Registry Services - see guidance. notes.**	